

Knitted Outerwear Times

the official publication of the
national knitted outerwear association
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sweaters • swim suits • infantswear • knit fabrics • polo shirts • gloves • headwear

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Vol. 29

MONDAY, JANUARY 23, 1961

No. 4

KMRA Fall Market Expected To Draw Peak Attendance



MEMBERS OF THE KMRA EXECUTIVE COMMITTEE — Seated left to right, Sydney Caron, Falk & Caron; Harry Hammerman, chairman of the executive committee; and Herman Heller, Flagg-Utica Corp. Standing left to right, Charles Kelly, Herbert Mills; William H. Nielson, Suffolk Sales Co.; Harold L. Newman, Corp.; Abe Krauss, Krauss, Fels Co.; Howard Levinson, Oxenfeldt, Rouders & Levinson, and Frank Koday, Finegan & Kirkpatrick.

Selling Agents Exhibiting Lines From 150 Mills

A record attendance at the 14th annual Fall Market Week of the Knitwear Mill Representatives Association which opened yesterday at the Sheraton-Atlantic was forecast by Harry Hammerman, chairman of the group's executive committee.

The show which will run until Thursday, features lines from well over 100 primary mills producing men's and boys' sweaters and sweater-shirts, women's, misses' and children's sweaters and a variety of knitted accessories. Predominantly, however, it is a men's wear show.

Participants include 35 mill representatives, four more than exhibited at last year's show which was held in the New York Trade Show Building. As was the case last year, a number of the big name mills are missing the case a year ago, a number of from the roster of exhibitors. These mills are either showing their lines in their local showrooms or in special sample rooms at nearby hotels.

This is a practice which had been followed in the past by mill agents representing chiefly women's sweater mills. However, several men's wear mills appear also to have broken loose from the organization this year.

Selling agents will play host to visiting wholesalers tomorrow evening at a dinner party and dance in the hotel.

NKOA Announces Publication of New Edition Of Swimwear Magazine

Retailers of swimwear are advised to "strive to prolong the swim suit season and profitable pricing of their swimwear offerings deep into the summer," in the latest edition of Swimwear Merchandising, an annual publication distributed among retail buyers of swimwear by the Swimwear Division of the National Knitted Outerwear Association.

The advice on prolongation of the swimwear season is contained in the lead article in the publication written by Sidney S. Korzenik, NKOA executive director and counsel.

Mr. Korzenik's article, en-

titled "Background for Swim Suit Progress," asserts that the merchandising of swim suits "need not be limited to so perilously short a season as it used to be." The suggestion that retailers endeavor to extend the working season for swim suits was offered as a far better alternative than "prematurely closing out and dumping goods" before the swim suit season is over.

Mr. Korzenik in the article also urges retailers to consider the fact that "swimwear is an important part of leisure wear, apart from swimming, and would grow more important with the increase in leisure time

and growth of suburbia." It is especially important, he also stressed, that the sale of swim suits in department stores deserves "special merchandising study with departmentalization and activity throughout a good part of the year instead of merely devoting a few counters to it in June and July."

The latest edition of Swimwear Merchandising includes an extensive style section of women's and children's swim suits and features articles imparting advice to swimwear sales personnel on how to suit their customers, check the fit of a swim suit and similar points. A double page cartoon strip offers swimwear sales personnel the proper technique for the fitting room.

A seven-page glossary of swim
(Continued on Page 99)

SPECIAL ISSUE: KMRA Fall Market Week

NEW PROCESS

Eliminates variations in 75-Gauge Latch Needles

Textile Machine Works developed an entirely new manufacturing process for the new 75-gauge Latch Needles.

It began in the Textile engineering department, with a thorough analysis of all latch needles currently available for the knitting of ladies seamless stockings. Manufacturing techniques were studied and evaluated.

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Knitted Outerwear Times

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KMRA Fall Market

Mill Agents Face Season With Optimism

By CHARLES REICHMAN, Editor

Despite the storm signals being raised in some sectors of the economy, selling agents participating in the 14th annual Fall Market Week of the Knitwear Mill Representatives Association are heading into the new season commendably unperturbed over the possibility of an approaching economic squall. The lines on view in the sample rooms on the 8th floor of the Sheraton-Atlantic Hotel, the site of this year's KMRA show, are every bit as bewilderingly broad as the unusually extensive collections which the selling agents had offered at last year's event which, in contrast, was launched under a virtually cloudless economic sky.

The fact that the 1960 season did not turn out quite as rosy as the pre-season forecasts had indicated, evidently has only served to spur most of the sales agents and their mills to more intensified effort in developing the new lines.

Most mill representatives are, of course, realists, and are fully aware that the way in which the current season eventually ends up will depend in a great measure on how the overall economy performs. However, they feel that the economic outlook for 1961 is not quite as hazy as some forecasters have painted it. At least insofar as knitted outerwear is concerned, the selling agents believe that opportunities exist for an accelerated rather than reduced sales pace. The specific factors on which they base their own somewhat more exuberant view of sales prospects are:

- Inventories at both the wholesale and retail level have been pretty well liquidated.
- Personal income is still high. For the fourth quarter of the year it may have approached record proportions.

- Values which manufacturers have incorporated in their new numbers should make the lines especially attractive buys.

Regarding inventories, selling agents point out that initial fears of heavy stock carryovers have been exaggerated. While conceding that the inventory picture was bleak back in October, they explain that fortunately the protracted spell of cold weather during November and December, especially just prior to

Christmas, enabled many retailers and wholesalers to unload stocks of goods which had proved difficult to move earlier in the season. With inventories now sold off, they feel that wholesalers generally are in a better open-to-buy position, with many ready to make commitments for fall goods in a much livelier manner than most of them had originally anticipated.

"It may take extra prodding on our part this season as compared to last to get some of the wholesalers to plunk down sizeable initial orders," one mill representative admitted, "but at least we won't have to buck big inventories in making our sales pitch."

A few wholesalers, it is conceded, may trim their initial buying budgets, but this policy is not expected to be too prevalent. The only fear of most selling agents is that some wholesalers may limit their initial commitments, planning to depend on reorders during the season to fill their requirements. This, selling agents observe, would be a serious mistake and could easily result in a pressing shortage of goods during the height of the season.

Men's and Boys' Sweater Lines

No one basic theme is evident in any of the men's and boys' sweater lines on display at the KMRA show. This, in the opinion of many participants, is to be regretted. It had been hoped by some that at least the large pace-setting primary mills would have boldly struck out together in a particular style direction. The fact that they did not, regrettable as it may be, is also quite understandable. Starting off a new season beclouded at the outset by a threat of an economic downturn is difficult enough. The problem is made even more complex for the mills when the immediately preceding season failed to disclose any predominant style trend which

manufacturers could latch on to in developing their lines for the new season.

In view of this, one could hardly expect, as one selling agent pointed out, that even the few large mills would be daring enough to venture out on their own on new untried style paths. Accordingly, the new lines show no discernible trends and represent, on the contrary, a number of style cross-currents.

In stitch structure, for example, two divergent trends are evident. Bulkies have been de-emphasized sharply but in their place manufacturers have substituted a stitch genre which, for want of a better word they call, semi-bulkies. In knitting terminology what this boils down to is a substitution of 6, 7 and 8-cut structures for 2½ and 3-cut fabrics. The sweaters are thus still coarse cut but no longer in an exaggerated fashion. Side by side with these new semi-bulky knits, the mill agents are showing a liberal sprinkling of flat-knit numbers. This appears to be a reversion to the relatively fine-cut classic numbers which up until a couple of seasons ago were basic.

Other style cross-currents which can be seen in the new KMRA men's wear lines are:

- In overall silhouette, virtually an equal proportion of cardigans and pullovers. Last year it was claimed not enough attention was given to cardigans; too much to pullovers.

- In necklines, shawl and wing collars and boat, crew and high V-necks, with considerably less emphasis on the shawl neck treatment.

The only two style ideas on which there seems to be some unanimity are the jacquard sweater and the zippered garment. Jacquards—not the big, bright, bold ski patterns but the more muted designs—are expected to be particularly significant this coming fall in both pullover and cardigan models. As for the zipper, there is no doubt that it is back in strength in men's sweaters. It is seen in both coat sweaters and pull-overs.

(Continued on Page 5)

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Roster of Exhibitors, 14th Annual Fall Market Week, January 22-26

KNITWEAR MILL REPRESENTATIVES ASSOCIATION

Exhibitor	Room	Exhibitor	Room	Exhibitor	Room	Exhibitor	Room
Bernstein & Drescher....	895	Hess & Simon.....	810	Merchants Mart	876	Sales Co. of America..	802-804
Black & Brand.....	814	Harry Hammerman & Co.		Manufacturers Exchange .	868	Greene Associates	817
Clark & Biers.....	823		890-891-893	Donald F. McMurray Co..	806	Suffolk Sales Co..	861-863-865
Henry Davis Co.....	817	Aaron Hirschman	872	Harold L. Newman..	805-807	Sportknit Sales Co....	867-869
Falk & Caron.....	820-822	Krauss-Fels Co.	816-818	Oxenfeldt, Roudier &		I. Soblick Co.....	882
Finegan & Kirkpatrick...	803	Kaufman, First &		Levinson, Inc.	873-875	Sternex, Inc.	821
Murray Feinstein	880	Rosenkrantz	854	Martin Orliner	811	Nat Thrope & Co....	877-879
Edward Gottlieb	825	Frank Koday Co.....	801	Abe Parker	856	Henry J. Tully & Co..	892-894
Herman Heller	897	Arthur Levy Associates..	808	Resco Sales Co., Inc....	829	United Sales Co.....	812
				Sales Agents, Inc.....	828	Norman B. Winkler....	871

Another surprise in the lines is the return of the low button cardigan sweater. Although most cardigans being offered are of the five and six-button variety, a few mills have larded their coat sweater lines with up-dated versions of the formerly highly popular low button cardigan or so-called Como sweater.

Sweater-Shirts

Sweater-shirts are strongly represented in many of the KMRA men's wear lines. These are basically of two types—full-fashioned and cut-and-sewn—and knitted of textured filament nylon (Ban-Lon) yarns, cotton, Acrilan or Orlon; the latter either in 100 per cent form or in combination with cotton.

In the textured yarn knit shirts turned out on circular interlock sweater-strip machines the trend appears to be to mesh knit structures rather than the unrelieved conventional interlock surface. Sweater-shirts produced on full-fashioned machines also predominantly favor the mesh type construction. In these garments the open work is performed on the lace principle.

Business on sweater-shirts is expected to continue strong. Though the fall is not as brisk a knit shirt season as spring and summer, volume on the long-sleeved versions has been gradually mounting. The cotton shirts still account for the biggest proportion of fall business, with textured nylon numbers next in order.

Women's Sweaters

Women's sweaters have never been a major features of KMRA offerings. The few women's wear lines that are on display at the market week disclose strong emphasis on bulkies, particularly

in cable and racked effects. Next to these jumbo stitch garments come the flat knits knitted in relatively fine gauges of wool, fur fiber blends and high-bulk Orlon. Most of these have a slightly fuzzy surface but are to be distinguished from the brushed garments which are also prevalent in the few collections that are on view.

Many of the brushed garments are knitted in jacquard patterns or of marl and random-spaced dyed yarns to duplicate garments of this type that have recently come into this market from Italy.

In addition to sweaters, a few of the mill agents specializing in ladies' knits are also showing limited lines of knitted dresses. A few of these numbers are of wool double jersey construction; most, however, are of cotton knitted in plain jersey stitch combinations.

Fiber Trends

The fiber picture is somewhat fuzzy. Although a return to wool is strongly in evidence, it is far more apparent in the men's sweater end of the business than in the women's knitwear branch. Some increase in use of wool has apparently occurred in women's sweaters but Orlon remains the chief fiber in this trade sector. The introduction of several new Orlon types, especially

the new Type 24 Orlon Sayelle and the new Type 44 cross dyeable six denier tow, may serve, in the opinion of some, to strengthen Orlon's stand in the women's sweater field.

The three denier Type 24 makes possible for the first time the introduction of fine gauge full-fashioned and circular knit sweaters having the wool-like handle and resilience obtainable up to now in Orlon Sayelle bulky knits with six denier fiber. The Type 44 Orlon fills the requirement for a DuPont acrylic fiber which can be blended with conventional Type 42 Orlon or with the two Orlon Sayelle products for contrast color effects via strip dyeing techniques. Up to now these effects have been producible only with combinations of Acrilan 16.56 and Acrilan 16.

In men's sweaters, wool is clearly the major fiber. This is no different than it has been for the past couple of years. However, Orlon is by no means ignored in this area and is employed throughout the lines. Here too the introduction of new Orlon fiber types may in the opinion of some selling agents serve as a stimulus to increased use of the DuPont acrylic in men's sweaters. Men's wear knitters see opportunities, especially for Orlon Sayelle, in the

new semi-bulkies and flat knits and for Type 44 cross dyeable Orlon in the new jacquard pattern numbers.

In sweater-shirts, there is no question that cotton is still king. However, its position is undermined to some extent by textured nylon and to a somewhat lesser degree by Orlon and Acrilan. In the textured knits, conventional nylon 66 filament yarn is still the basis of most of the shirts. However, some of the mills have introduced lines of sweater-shirts knitted of Antron, DuPont's trilobal filament nylon yarn, and Cadon, Chemstrand's version of this multi-lobal filament nylon.

Orlon is used in knitted shirts largely in combination with cotton. A few mills have brought out long-sleeve shirts of 100 per cent high-bulk Orlon. The availability of the new Type 72 Orlon for blending with cotton is not evident in any of the lines. However, some selling agents admit that the fiber has possibilities in this direction and indicate that it might be employed at a later date.

Color Trends

A bright new color picture confronts the observer viewing the new KMRA lines. In women's sweaters, the big colors are mauve in various tones followed by white and natural.

In men's sweaters, the emphasis is chiefly on burnished tones with the dominant shades being tiger, an orange tone; bone, an oatmeal shade; deep taupe and medium or slate blue. A similar darker version of this is called Britannia blue.

Olive is again repeated but in a lighter hue called willow by some, lovat by others, or English green by still others.

Show Hours

14th ANNUAL KMRA FALL MARKET WEEK

Sheraton-Atlantic Hotel

Sunday, January 22	9:00 A.M. to 9:00 P.M.
Monday, January 23	9:00 A.M. to 9:00 P.M.
Tuesday, January 24	9:00 A.M. to 5:30 P.M.
Wednesday, January 25	9:00 A.M. to 9:00 P.M.
Thursday, January 26	9:00 A.M. to 6:00 P.M.

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KMRA Fall Market Week**Lines Introduced By Mill Agents Have Style Diversity**

By ALAN SIEGLER and ILANA HIRSCH

NEW TEXTURES, colors and styles will turn up gleaming in the extensive lines of the selling agents who are participating in the 14th annual Knitwear Mill Representatives Association Fall Market this week at the Sheraton-Atlantic. The fiber composition is diverse and just about the same as last year except for a greater emphasis on wool. It includes lamb's wool and Orlon blends, all wool, all Orlon, Shetland, worsted zephyr and Texturalized (Ban-Lon).

In men's wear, the look tends to the more classic, though the bulky, in a slightly modified form, is still in evidence. In women's, the bulky is featured along with the flat knit.

The colors repeat some of last year's favorites, with a new shade here and there, and in some cases brand new colors on which high hopes are pinned. Contrast and mixing are used to striking effect.

Following is a brief run-down of the offerings by the mill agents at the show:

Bernstein And Drescher

Four lines of knitwear are offered by Bernstein and Drescher — men's, women's, boys' and girls'. Sweaters come in a multitude of fibers including Shetland and lamb's wool, Orlon, Acrilan and several fiber blends. There has been recent experimentation with Antron and Cadon, and results of the work will probably also be on exhibit.

Expected to be an important feature of the 1961 lines are laminated bulky coat sweaters for men and women. These offer many advantages including increased warmth and shape retention through repeated wearings and washings.

For men, Norwegian jacquard patterns in new and unusual colors and designs will be featured, in addition to standard and novelty bulkies, and award type coat sweaters with V-neck and stripe detail. There is also a group of mock-fashion Ban-Lon shirts for men in plain and fancy patterns. Important colors here and in sweaters are the new blues, tans, orange and some olives. Thus far nothing new has emerged in the way of necklines, so the staples including crew, shawl and V-necks are predominant.

For boys there are long-sleeved fancy cotton and Acrilan knit polo shirts and classic and novelty sweaters in the aforementioned fibers. Bulky cardigans with flower appliques are featured for girls, and for women there are full-fashioned fine gauge classics as well as novelty bulkies.

Black And Brand

Constructed of both natural and synthetic fibers, crew neck bulkies for men and boys are the featured items in the Black and Brand line. Other necklines, the most important of which are the windjammer, high V and shawl, will also be in evidence.

New novelty stitches, colorful jacquards, a variety of neckline and collar treatments, and all staple as well as new fall colors are to be found in this line.

Fiber offerings include 100 per cent Orlon used for bulky pullovers, Shetland blends for

bulky pullovers and coats, pure worsted for men's and boys' bulky pullovers, and a blend of 75 per cent lamb's wool and 25 per cent Orlon in flat stitch sweaters. Very unusual is a blend of Shetland wool and nylon in multi-shaded yarns used for cardigans and pullovers.

In addition to sweaters, Black and Brand are offering a line of knitted headwear for men, boys and girls. Featured is a navy blue all-wool watchcap of pure worsted. Other bulky headwear constructed of 100 per cent Orlon comes in solids, stripes and novelty stitches.

Falk & Caron

Falk & Caron offers men's, boys', women's and misses' sweaters. Boys' styles follow the men's.

Fibers and yarns include 100 per cent lamb's wool, a blend of 75 per cent lamb's wool and 25 per cent Orlon, and zephyr and other wools.

Browns and blues are the new highlights. Gold, green, charcoal, oxford and oatmeal, novel two or more tone combinations and self-color treatments continue from last year.

Semi-bulkies come in cardigans and pullovers with ingenious texture effects and novelty stitch structures.

Pullovers are styled with shawl collars, high V's and crew necks, and cardigans have shawl collars or V-necks and six-button closures.

Women's and misses' sweaters are predominantly collegiate pullovers and Hollywood coats. The pullovers are all wool with crew necks, and the coats are worsted in sizes 38 to 46 and 48 to 52.

Greene Associates

Bulky, semi-bulky and flat knit sweaters are being offered by Greene Associates for the forthcoming fall season. These sweaters will be executed in wool, Orlon and a blend of 75 per cent lamb's wool and 25 per cent Orlon. Although the majority of the line is for men and boys, there are a number of Orlon sweaters for juveniles and several his- and -hers sweater sets.

Featured are fancy jacquards in two or multi-colors, tone on tones, and fancy stitches to create interesting surface texture. Jacquard patterning is also used.

(Continued on Page 11)

Children frolic in fine gauge and bulky cardigans knitted of many fibers and highlighted by cable stitches, jacquards, flower appliques and even a hood.

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2. Bernstein & Drescher
3. Manufacturer's Exchange
4. Bernstein & Drescher



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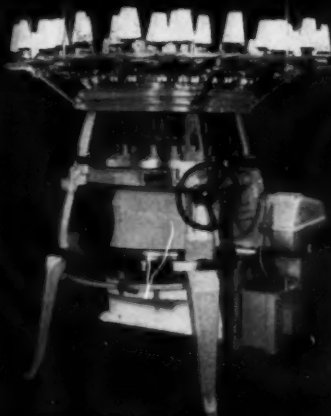
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Hosiery for infants, children, misses, women, boys, men, half hose, knee highs, circular knit garment lengths and yard goods for outerwear, for underwear, for foundation garment lengths, full fashion outerwear in jersey and rib.

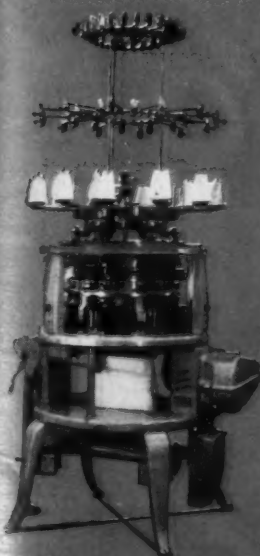
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Model ML knits heavy constructions in any natural or man-made fiber. 36 step selection with double racking, quick change pattern drums, double feed, and easy accessibility. 6 gauge x 4" and 4½" diameters. 9 and 12 gauge x 3½", 3¾", 4", 4¼", and 4½" diameters. 15 gauge x 3½", 3¾", 4", and 4¼" diameters.

44 FEEDS, 30" MODEL GLM6

Its range includes rib, double knit, all-over and vertical panel tuck effects, simple and double pique, eight-lock and picot. 44 feeds ensure fast production. 30" diameter — ribs per inch — 16 and 18.

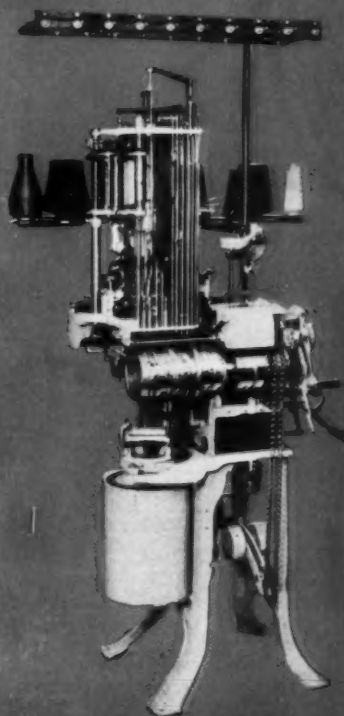
DOUBLE OR SINGLE FEED MODEL KL

Evenness of knit ensures evenness of color, fabrics free of loop distortion, twists and flaws and superiority of welt. Either classics or textures. Pattern range through 25 steps in 96 combinations. Gauges and diameters: 3¾" x 400 and 3¾" x 474.

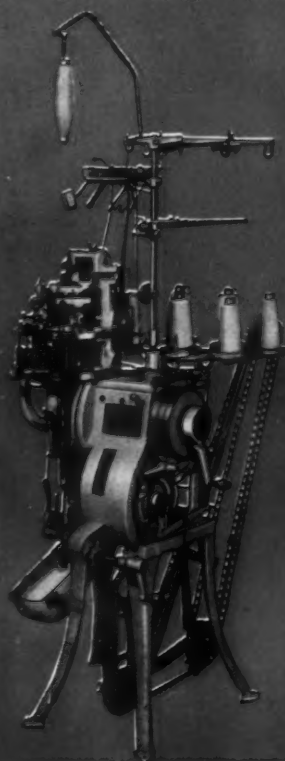
SIX FEEDS, 22 INCH MODEL SPJ

A fully automatic circular latch needle machine of entirely new design for the rapid production of body lengths in Jacquard purl or plain (links-links) stitch; colored Jacquard float stitch designs; half and full cardigan stitch effects, in conjunction with purl if required; tuck stitch combined with purl, and four-color striping in combination with any of the foregoing stitch effects. 16", 18", and 22" diameters, with gauges from 5 to 14 needles per inch.

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FOR WOMEN'S SEAMLESS HOSIERY



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Necklines are shawl, Continental crew, Continental turtle-neck and high V. Shawl collars appear on pullovers and full button zipper coats, while the other neckline treatments come mainly on pullovers.

Herman Heller Dept., Flagg Utica Corp.

Herman Heller's line of men's wear features jacquards, brushed and unbrushed, and bulkies. The brushed numbers are regarded as important by the company. Novelties, shakers, jumpers, interlock sport coats and vests fill out the line.

Apparel for men is emphasized, though the company carries boys' sweaters and shirts, too.

Sport shirts include cotton knits and interlock Ban-Lon in mock and full-fashioned construction.

Fibers in the line are Orlon, 75 per cent lamb's wool and 25 per cent Orlon, all wool, 90 per cent Shetland wool and 10 per cent nylon, and lamb's wool, Orlon and mohair in a 50-25-25 blend.

A full range of colors is carried in the sweaters and shirts, including dark and light ox-fords, greens, gold, marl, grape, bone, white and the reliable black and navy.

Aaron Hirschman, Inc.

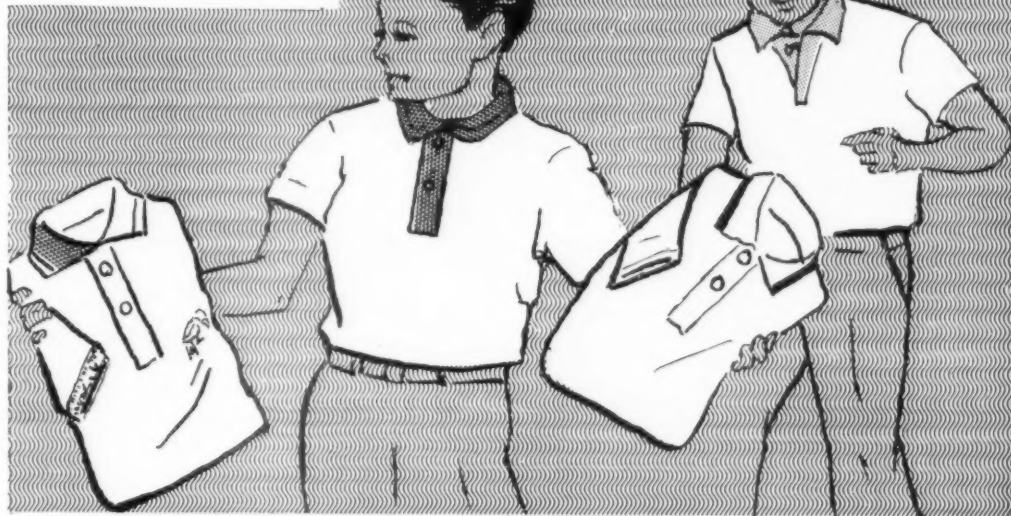
Two golfer shirts for men are carried in the Aaron Hirschman collection. An all-cotton number with fashion collar, two-button placket and underarm gusset comes in white, sand, blue, black and olive. A Ban-Lon interlock shirt has a fashioned loop collar, three-button placket and transfer bottom and cuffs. It comes in French blue, beige, chianti, black, white, red, olive, gold and ice blue.

For boys, there is a full-fashioned Ban-Lon shirt with two-button placket and fashion collar of contrasting and tipped colors. The garment is shown in gold, red, white, black and olive. It comes in sizes 1 to 4, 3 to 6X and 6 to 16.

Frank Koday, Finegan & Kirkpatrick, Inc.

Shawl-collared and V-neck cardigans are prominent in the Frank Koday, Finegan & Kirkpatrick line of men's and boys'

Several interpretations of boys' cotton knit sports shirts are with straight and V-shaped plackets, some of which—in combination with collars—contrast in color to the shirt body. On others only the collar is in a different color. Clever detail is a parrot emblem. Aaron Hirschman.



sweaters. Collar and placket styling runs through the knit shirt line. Sweater shirts are also available.

In addition to shawls and V-neck button-front cardigans, there are zippered cardigans and pullovers, and novelty and three-way collars in zipper coats.

Heather shades and green predominate. Low and high V-neck pullovers and novelty and jacquard knits also are featured.

Texturized yarn as well as Orlon, wool and Acrilan lead in knit shirts. Textured treatments appear in both long and short sleeved models.

Krauss-Fels Co.

Modified bulkies are featured in the Krauss-Fels line for men, boys and juveniles. The collection consists of imported Shetlands, mohair and worsted yarns in highly styled pullovers and cardigans.

Zippers and button coats are getting a big play, a spokesman reports. The featured necklines are high V's, boats, crews and shawl collars.

A flat-knit shawl collar pull-over features an interesting striped pattern. Bulkies of unusual textures are important.

Arthur Levy Associates

Over 100 different numbers are offered in Arthur Levy's line

of men's knit shirts. Primarily important are long-sleeved shirts constructed of cotton, wool, Acrilan and blends of Orlon and wool, and Orlon and cotton.

In addition to classic fashion collar and placket shirts, new styles are noted in a shirt with double-breasted notched collar and a shirt with a turtle neck which emanates from a V-shaped bib. The first number is in an all-over textured design, and the second has solid bib and turtleneck set against a small two-color check. New plackets include the overlay and French seamless.

Surface interest is created through novelty and fancy stitches, stripes, plaids, checks, emblem details, two-tones and tuck bars.

Colors being featured for the forthcoming season are the blues, olive, gray heathers and compound heathers, both of which are coming in strong. Gold, although in evidence, is weakening somewhat.

Donald F. McMurray Co.

The McMurray collection includes men's, boys', women's and children's size ranges starting with infants' wear.

Jacquards receive the lion's share of attention. The composition includes Orlon, wool, combinations of the two, Ban-Lon

and fur blends. Bulkies and fine gauge knits are available.

The men's range, which is to a large extent duplicated in boys' sizes 4 to 10 and 10 to 18, consists of bulkies in wool, Orlon or a combination of the two fibers.

The pullovers have mostly crew necks. Shawl collars, turtle necks and V-necks, and cardigans with shawl collars or V-necks and zipper fronts comprise the rest of the line.

Novelty texture treatments are carried out in this range in jacquards, lacy effects and half-cardigan stitch constructions.

Coarse-gauge is featured, as opposed to bulky or fine gauge. Baby shaker stitches are prominent.

Featured for the first time will be the company's staple line of combed cotton polo shirts in solid colors.

Children's bulky, cable stitch sweaters are featured in both solid and mixed light and dark tones. Jacquards abound.

Sweater-shirts highlight placket and collar styling, and are available in wool and Orlon or Texturized yarn. Colors for men are the fall or leaf tones—blue, bone, light charcoal, maroon, olive and gold.

Women's fine gauge sweaters are 50 per cent Orlon, 50 per (Continued on Page 13)

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cent wool, 100 per cent Orlon and fur blends, in both full fashioned and cut-and-sewn versions.

Jacquards are featured along with the coarse gauge, semi-bulky look in various styles of cardigans and pullovers.

Dressmakers include three-quarter and long-sleeve slipovers with collar and placket, shawl and scoop necklines. Several dressmaker cardigans are also shown.

Manufacturers Exchange

Cable stitch bulky cardigans constructed of Turbo high-bulk Orlon are the featured items in the women's and girls' knitwear line being shown by Manufacturers Exchange. A continuation of the most popular items of the preceding two years, this type sweater will appear in all sizes: infants, 2-3 and 3-6X; children, 7-14, and women, 34-40.

Collars will vary in shape, use of a contrasting stitch or in a stripe detail of a contrasting color. In addition to staple colors, new highlighted shades will be lilac, banana and moss green.

Strongly featured by the company this year are women's fine gauge Ban-Lon sweater blouses, both cardigans and slip-ons, with long, short and three-quarter sleeves. These items are highlighted by novel necklines which include round, V, cowl and crossovers; wing, roll and fashion collars, and bibs and yokes. Interesting texture contrast appears on many collars, bibs and sleeve inserts through use of a different size yarn, novelty stitch or contrast color detail.

For infants, three-piece cable stitch bootie sets are featured individually packaged in window boxes.

Sweaters for men and boys constructed of Orlon or Orlon blends come with a variety of necklines, many plain and fancy stitches, and in several color choices.

The Elliot Knitwear line of novelty knit headwear and scarves is featured, as are imported gloves and slipper socks for males and females of all ages.

Merchants Mart

This year Merchants Mart is offering bulkies of 100 per cent wool or Orlon in new and novel styles, and flat knit Ban-Lon



Set against a white background are colorful Norwegian jacquard designs. This crew neck, ski-type Orlon pullover is by Norman B. Winkler.

sweaters featuring novelty necklines and trims. Orlon is the basic sweater fiber this year, with Ban-Lon following a close second. Wool makes up only a small percentage of this resource's line, but is significant enough to be worthy of mention.

Bold, bright and gay colors will be especially important this year, Merchants Mart forecasts as a result of a recent survey. Emerald green, turquoise, bright maize, ice aqua, royal blue, hot pink and bright red are featured in addition to basics including black, white and beige. The importance of lilac and grape is questionable, but it will be shown.

Most unusual are the bulkies which come in a variety of solid colors, jacquards and fancy stripes which create new and unusual surface textures, an important feature of the line. Newest of all is a three-dimensional type of surface which is created by knitting a loose wide zig-zag over a plain background. The top layer is done in marbled or random yarns to blend many tones of a color or to blend contrasting shades. This treatment will be seen in both wool and Orlon bulky pullovers and cardigans.

Also to be found are vertical all-over cables, popcorn and basketweave, half-cardigan and other fancy stitches.

Ban-Lon sweaters feature unusual novelty treatments. To contrast against a flat surface is a thickly textured cable design

executed in heavier yarn. This appears as the collar and along the raglan sleeve inserts of a three-quarter sleeve cardigan. Novelty necklines on long, short and three-quarter sleeve Texturized sweaters include set-in bibs, a wide-scooped V edged in a rib stitch, a tab and button trim on a jewel neckline and a modified mandarin with buttons and placket. There is also a squared-off boatneck trimmed by a two-inch ribbed and fluted border.

Expected to be very big this year are shaggies composed of a 67 per cent acetate and 33 per cent rayon. These will come with boat and cowl necks, vented sides and three-quarter sleeves in all the new fall shades.

Also offered are rayon fleece novelties with boat and cowl necks in solids, stripes and jacquards.

A line of large size flat knit coat sweaters is being offered for the forthcoming season. Contrasting stitch details form attractive designs on basic sweaters having V, shawl and wing collars.

In addition to these sweaters for women and girls, there will also be a complete line of infants' and children's knitwear in wool and Orlon. Included will

be basic and novelty cardigans and pullovers and bulky bootie sets among other items for infants.

Oxenfeldt, Rouder & Levinson

A diversified collection of bulkies, modified bulkies and fine gauge sweaters is offered by Oxenfeldt, Rouder and Levinson for men and boys. Jacquards are emphasized much more than last season.

The boys' line introduces a new 100 per cent virgin acrylic fiber in addition to Orlon. Men's knits are in a lamb's wool and Orlon blend or in worsted.

High bulk Orlon interlock novelty sweaters are available in sizes three to 6X and six to twelve. The colors are soft and subdued, highlighted by blues along with brown and the new tiger or burnt orange tones. Both light and dark olive appear; the firm is straddling the current controversy between light and dark proponents.

Among the highlighted styles are shawl collared cardigans and pullovers in high V's with wider neck bands, British crew necks and regular crew necks. Zipper fronts, with and without collars, (Continued on Page 15)



A variety of cotton knit shirts having placket, collar and bib interest in the form of checks, stripes, and contrasting colors and textures. Resco Sales, Inc.

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and high V-neck cardigans with high button closures are very much in evidence.

There are a dozen Orlon numbers in modified bulky construction for the six to 18 size ranges. A few are also for three to 6X. Bulkies include shawl collared cardigans and pullover and pull-overs with shallow V necks and zipper front closures.

In this category, featured colors are light oxford, charcoal, gold, olive, jockey red, burnt orange and taupe. There are fewer contrast trim treatments than last year.

Stitch interest and color novelty are focal points in the men's sweater range. Textures are varied in many ways; for example, through ribbed V-borders on an high-V pullover.

Shawl collars, high V-necklines, crews, new collar treatments appear throughout the men's line. A form of "teasing" is used rather than full shaggy brushed surfaces.

The company points out its ability to develop links stitches in both Shetlands and worsteds. Worsteds sweaters made on four cut links and links equipment show intricate surface detailing in five varied stitches. Solids are included. The styles include high V and shawl collared pullovers and shawl and zip front cardigans with novelty collars.

Resco Sales Co.

Knit shirts for men in sizes 3-7 and 6-16 are featured by Resco Sales Co. The line consists of 100 per cent combed cotton and Acrilan numbers.

A heavy concentration on producing interesting surface textures both through design and stitch, or in some cases, a combination of both, has resulted in unusual fabrics.

Designs consist of fancy jacquards, plain and fancy stripes, checks, allover and geometrics. There are also many solids with trims, bibs, plackets and/or collars executed in a contrasting color, design or stitch. Featured also are braid trims on collars and plackets.

Stylewise there is great variety in collar and neckline treatment. Placket shirts with fashion collars are conventional and numerous, but also offered are button-down collars, Villager-type styling, poncho lines, shawl collars and Italian influenced necklines and collars. Sleeves

are either set-in or full-fashioned.

Colors which stand out in the line are loden and olive green, a new college gold, plums and orange.

Sales Agents, Inc.

A collection of infants' and children's knitwear including sweaters for all ages, shawls, bootie sets and legging sets is featured by Sales Agents, Inc.

Big colors for 1961 are expected to be butterball—one shade less intense than gold—violet, the greens including previously successful olive, and newly important kelly which will be featured especially in the 7-14 range. In general, the dark and high shades featured in men's and boys' lines last year will repeat and, in addition, will be stressed in girls' knitwear. Even for sizes as small as 2 and 3 these colors are expected to do better than the classic pastels.

Highlighted in the 7-14 group are fancy stitch bulkies (here cable interpretations stand out) and jacquards. Also receiving considerable attention is an extensive line of super fancy shaggy made of Orlon. These sweaters will come in a wide range of solid colors as well as multi-colors—primarily for the jacquards.

Two-tone cup and saucer necklines are expected to be big as will be the convertible turtle-shawl. For boys, shawl collar pullovers in sizes 2-18 are featured.

Sales Company of America

Exotic colors, Norwegian stripes, fancy jacquards and a strong Italian influence in styling are important characteristics in the lines of Sales Company of America. Knitted of garnetted Orlon or Orlon and wool, women's bulkies in sizes 34-40 and girls' sweaters in sizes 7-14 come in a great variety of styles.

The important colors this year are kumquat, a deep gold; ming blue, a deep turquoise; blue willow, somewhat on the order of wedgewood; ginger; fuchsia; kelly green and pine forest, a deep rich green. These featured colors are in addition to basics of white, black, red, coral, lilac and beige. Each can stand on its own, be in combination with white or with each other.

Collar treatments show the most variety. There are many



In the top version of a Norwegian jacquard Orlon cap, the protective face cover is tucked inside. Below it is shown pulled out to keep the face warm.

Front and back views are shown of an Orlon face cap with knitted-in features and fringe "hair."

In between, stretch gloves appear: the upper has braid trim and the lower has openwork and embroidery. Manufacturer's Exchange.

turtle necks that range in width and height, cowl collars that range in width and depth, and wide spread wing collars. One unusual turtleneck has a self-fabric drawstring that runs through the neck and has a large pom-pom at each extremity.

These bulkies come in novelty textured solids, stripes, and plaids and are available for both women and girls. For men and boys there are flat knits and bulkies in solids and fancy jacquards. Flat knits here are the biggest item.

Sternx, Inc.

Three lines of knitwear are encompassed within the Sternx collection—infants', children's and boys'.

In boys' sweaters, medium weight bulkies are expected to receive the primary attention of consumers this year, and therefore are predominant in this line. Composed of blends of lambs' wool and Orlon, these sweaters divide into pullovers, button cardigans and zipper coats.

Neckline interest is stressed throughout the collection, and although standard and high V's are in evidence, heavy emphasis is placed on unusual novelty V-necklines such as crossovers, a wing collar emanating from a V-neck, and V-necks executed in contrasting colors and stitches. In addition, there are high crews, squares and both standard and modified shawls.

Surface interest is equally important and is created through allover jacquards, jacquard inserts primarily in front panels or running the length of set-in sleeves, small allover such as textured checks or novelty stitches of which there are many. Some are rib, rack and half-cardigan. Very unusual is a half cardigan zipper coat featuring jacquard panels down each side of the zipper. A turtleneck becomes a regular collar simply by opening the zipper.

Offered also are multi-color yarns and marl wools. The latter appears on an unusual pullover, the boat neck of which dips to a high V in the front. A solid stripe around the entire neckline extends down the sleeves. An unusual detail on some better pullovers is slanted pockets.

Fine-gauge flat knit sweater-shirts of Orlon interlock come with three neckline choices. One has a high V-neck and a jacquard insert down the sleeves. Another is a fly-placket and fashion collar. The last has an Italian collar and features a fine stripe in contrasting color.

Nat Thrope & Co.

Shetlands, worsteds and lambs' wool and Orlons are featured in the Nat Thrope Co. line of men's and boys' sweaters, sweater-shirts and vests.

A group of Orlon interlock knits in V-neck pullovers, five-

(Continued on Page 17)

button vests and six button cardigans is also featured.

Highlights of the lamb's wool and Orlons and the Shetlands are shawl collared cardigans and pullovers with boat necks, crews, shawl collars and high-V's. Treatments are available with and without contrasting stripe inserts featuring ranges of argyle patterns.

The sweater-shirts are provided in bulky types with an abundance of fashion collars. Madras patterning and hound's tooth checks are among the highlights in vests.

Gold, olive, charcoal, light oxford, camel and medium blue predominate.

Norman B. Winkler

Jacquards knitted of both Orlon and wool make up a considerable portion of this agent's collection for men and women. In brilliant multi-colors, cardigans and pullovers are patterned in allover jacquards or combine jacquard designs with areas of solid color. Many styles are available in both brushed and unbrushed finishes. Necklines are V, crew, and turtle. Variations are in wing collars some of which emanate from fine gauge solid color ribbed bibs. These sweaters are available in sizes 7-14, 10-16 and 34-40 for women and girls and in all men's sizes.

Semi-bulky fur blends com-

posed of 70 per cent lamb's wool, 20 per cent fur and 10 per cent nylon come in classic style solid colors and interesting jacquards. A pullover features two color jacquard front and back and a solid color ribbed turnover cowl collar and three-quarter sleeves. A cardigan along the same idea has a jacquard front and solid sleeves, wing collar and back. A plaid jacquard covers a waist-cropped Chanel-type jacket.

The classics in the fur blend grouping include a set comprising a Chanel-type jacket and short-sleeved pullover, both of which are detailed with piping in a contrasting color around the necklines and down the front of the open sweater.

Other fur blends have novelty details and necklines such as inside pockets, crossover collar with a 45 ligne pearl button, a wing collar and four-button placket on a mock-fashion, three-quarter sleeve slip-on, a novelty stitch front on a three-quarter sleeve pullover that has a small wing collar, and also on a tie and loop collared V-neck short sleeve pullover.

Fine gauge cashmere blends constitute another segment of the Winkler line. Here one-fifth of the blend is pure cashmere while the remaining four-fifths is of lamb's wool.

Bulky cardigans and pullovers of either 100 per cent worsted



On a sleeveless pullover knitted of 100 per cent imported Australian zephyr wool, fancy textured panels design the front and a fine dark stripe outlines the V-neck. Falk & Caron.

or Orlon are constructed in a half-cardigan stitch except for a flat panel of stockinette beginning at raglan sleeve inserts and extending down the body of the sweater. Some numbers have hoods and/or inside hip pockets and a half-cardigan girl's cardigan has a racked, puffed collar.

Made of zephyr wool in fancy links and links stitches broken

by raised, self-fabric, horizontal stripes, are cardigans and Chanel-type jackets with collars or round necks.

Brushed Orlons appear in pullovers and cardigans with either jewel necks or bulky collars.

The final segment of the women's line consists of fine-gauge flat knits of Texturalized nylon with bulky trims knitted in a coarse gauge stitch. One is a six-button cardigan with a wide wing collar extending from a deep V-neck. This collar is knitted with a heavier yarn in an intricately textured stitch. Another is a short-sleeved pullover with fancy cowl-type crossover neckline detailed by a large button.

For men, fine gauge Ban-Lon sweater-shirts come with long and short sleeves in pullover and cardigan styles constructed in allover plain interlock or with fancy patterned surfaces in front only. Sleeves are set-in full-fashioned or mock-fashion and collars are looped.

Unusual among the Ban-Lon sweater-shirts is a horizontally striped interlock number with alternating heather and solid stripes.

Men's bulky and semi-bulky sweaters are knitted in a variety of links and links stitches. They are given several collar treatments and are made of either pure worsted or fiber blends.

Primary Market Fall Lines

Philadelphia Area Mills Introduce Diversified Collections

by ALLEN SOMMERS

PHILADELPHIA, Pa.—Wholesalers are going to have some of the most diversified, colorful, stylized lines of men's and boys' sweaters in a number of years from which to assemble their fall offerings when the 1961 lines of the primary mills are introduced this week.

Because no particular items ran away with the market last season, few manufacturers are putting all their eggs in any one basket this year and most are running the gamut of styles, cut, yarns, stitches, and finishes to open the season.

Several mills foresee renewed emphasis on the staple or classic styles. These resources believe the pendulum may well be starting a swing back somewhat toward a classicism coupled with elegant simplicity in styling.

One major mill owner who holds this view said that re-

cently, his firm has been receiving requests from certain major customers for the classic men's worsted button front coat with double elbows "which everyone thought had just about died." The requests have run to several thousand dozens, he said.

Despite some earlier predictions that shawl collars have seen their day, those who seek them don't have any trouble finding them in some form or another in every mill's line. The

V-neck ranges also offer diversity, from high, medium, low, narrow or wide, in zipper garments, pullovers and coats.

One thing virtually all resources agree on is that the crew neck is coming back. Few would indicate this early just what type of crew they are concentrating on but all said it would be much in evidence.

Those seeking wool sweaters will find a vast selection, in pure lamb's wool, Shetland, worsted, and many blends of wool with Orlon. Orlon will again be offered along the entire range from fine cut to jumbo knits, but virtually every house contacted here has indicated that wools and blends of synthetics with wool will be predominant in the

fall lines.

Many firms are concentrating on medium bulkies instead of jumbo bulkies, as in recent seasons. However, the heavy bulkies will still be well represented in the fall lines; there is still too much interest, mill executives say, to count the heavy bulkies down and out.

Finer cut goods and flat knits in both pullover and cardigan styles also will be shown far more extensively than in a number of seasons past.

Another point on which trade sources are unanimous, even including those who are not showing them yet, is that jacquard patterns will be very strong for fall of 1961, in fine

(Continued on Page 23)



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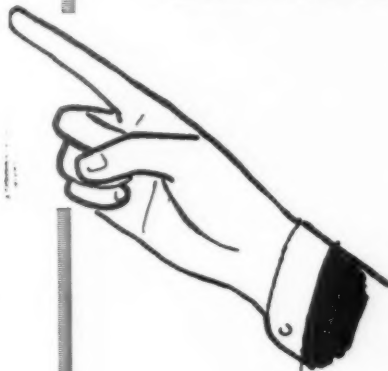
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KMRA Fashions**V-Neck Pullovers In A Multitude Of Interpretations**

1. Lamb's wool and Orlon blend in a half-cardigan V-neck pullover. Falk & Caron.
2. Bold, textured horizontal stripes encircle a high V-neck pullover. Herman Heller.
3. A crossover V-neckline is emphasized by stripes which add interest. Herman Heller.
4. A diagonal pattern in links and links knitting echoes the high V-neck of an all-worsted. Oxenfeldt, Roudner & Levinson.
5. Emphasizing the high V-neck is a two-color V-shape jacquard insert on this wool and Orlon pullover. Nat Thrope.



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Colors for the coming seasons are diverse. They lean, however, more toward the primary range on "the clean, clear colors rather than the dull-toned, muddy colors," as one leading manufacturer stated. However, some of the muted golds, loden greens, and charcoal will also be in the lines to provide the widest possible choice.

Prospects Encouraging

Many sources here say they already have an encouraging and substantial amount of early business on their books and expect to have a good deal more before the month is out. "The early business is enough to give us a good start and certain in sufficient volume to be encouraging," the owner of one large mill stated.

Generally, lines are opening with prices about the same as last season. No price increases or decreases are anticipated by the mills. However, buyers are likely to get somewhat more for their money in the way of style and trimming features in the same price brackets this year. In addition, some makers feel a "plateau" has been reached in the upper price brackets and in some quarters there has been some lopping off of the very highest priced end of the line in favor of more emphasis in the price brackets where there is likely to be more substantial volume.

Wexler Doubles Items

Wexler Knitting Mills has doubled the number of items to be shown to open its lines of men's and boys' sweaters for fall of 1961. Sol Wexler, member of the firm, said his mill is offering a wide range of new stitch effects in sweaters which run the gamut of cuts from the jumbo knits through the 10 cut finer goods.

This mill's offerings will include lamb's wool and Orlon, Shetland, pure worsted, and lamb's wool and mohair. The line will include some brushed finished numbers.

Cardigans And Pullovers

Stylewise, there will be shawl cardigans and pullovers, small shawls, miniature shawls, V-necks ranging from low to high, and variations of the old-fashioned crew neck, Mr. Wexler said.

Expressing an optimistic outlook for the year, he said the firm already has gotten off to a good start on early bookings.

Ingram Bergman, head of Bergman Knitting Mills, also said his firm plans to offer the broadest possible range of styles, knitting intricacies, cuts, finishes and colors.

Reaction Favorable

Expressing an optimistic view of the year ahead, Mr. Bergman said his firm has substantial early bookings and that reaction to date has been favorable.

New novelty stitches in lamb's wool and Orlon, Turbo-processed Orlon, and pure worsted, will be offered in the line of men's and boys' sweaters from Union Knitting Mills. Included will be a number of links and links patterns in a variety of styles, Gideon Frankil, head of the firm, said.

Neckline treatments will vary and colors will be "across the board," he indicated. Along with an ample representation of novelty styles this year, the line will feature a return to classic elegance in a number of more simplified styles, Mr. Frankil noted.

Both medium weight bulky knits and some of the new flat knits will be shown by Union.

Novelties Extensive

Triangle Knitting Mills will show an extensive line of novelty style goods in the medium price brackets and "lots and lots of color" Edward Kaslof, member of the firm said. This mill's line of men's and boys' sweaters is primarily offered in Shetland yarn and Orlon. Weights are in the bulky and the medium bulky cuts.

Jacquard knits in new ski patterns will be highlights of the line at Novelty Knitting Mills, Jack Soowal, general manager, said. Yarns will be mainly lamb's wool and Orlon blends, and worsteds. While some bulky knits will be shown, the emphasis will be on the semi-bulky cut, he said.

Novelty, in addition to its men's line, is introducing this year a new, complete line of sweaters for boys in the same yarns and fibers as the men's sweaters, Mr. Soowal said.

New stitch variations and highly diversified styles will be featured in Novelty's line. High V-necks, crew necks and turtle

necks all will be included, along with some modified shawl collar styles. Colors will be mainly in the primary range.

A wide range of styles and colors, with weights ranging from bulkies through the inner cuts and the flat knits will be included in the extensive line offered by Somerset Knitting Mills.

Buying Starts Early

Albert Kraftsow, head of the firm, said a substantial amount of business already has been booked and that buying seems to be starting earlier than heretofore.

This mill owner also predicted renewed strength for jacquard patterns and resurgence of interest in some form of crew neck styling.

A varied line ranging from staple, classic styles to novelties, with necklines ranging through high and low V's, and shawls on zipper garments, pullovers and coat styles, will be offered by Cherry Knitting Mills.

Sid Cherry, head of the firm, said that novelty stitch constructions and new surface effects are highlights of the line which will be offered in a broad selection of colors.

Herbert Mills Likes 100% 2-Ply Worsted

Extensive use of 100 per cent two-ply worsted represents a major portion of the Herbert Mills line of men's and boys' sweaters although there is a featured blend of 75 per cent lambs' wool and 25 per cent Orlon. The knitted shirts of 100 per cent Orlon come in a wide variety of styling in both interlock and surface interest stitches.

Styling is centered on cardigans with zipper and button fronts, pullovers with crew, high V and outtrigger boatnecks. A new French style shawl collar is a modification of the bulky shawl of past seasons.

Despite the reports in other quarters of a trend to flat knits, Herbert Mills' line is, according to a spokesman, "95 per cent surface interest stitches resembling bulk without the individual garments being unduly bulky."

One of the features in the line is a combination of five-color ombre flat knit subtly blended with two bulky stitches.

The colors are mostly softer shades of bone, taupe, tiger and commodore blue and the lighter heather tones.

Herbert Mills Sweaters Of Two Ply Worsted.

1. Ombre stripe panels and mitred bottom on a shawl collared cardigan with half-cardigan sleeves and rack stitch contrast front.
2. Rib placket and collar contrast against rack and rib body front.
3. A full zipper cardigan has mitred shawl collar.
4. Fabric buttons match the front of a two-tone cardigan with insert pockets.



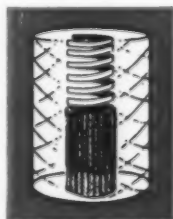


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KMRA Fashions

Men's And Boys' Jacquards Interpreted In Many Styles



1. Two colors combine in a textured shell stitch shawl-collared boy's cardigan knitted of acrylic fiber. Oxenfeldt, Rouder & Levinson.

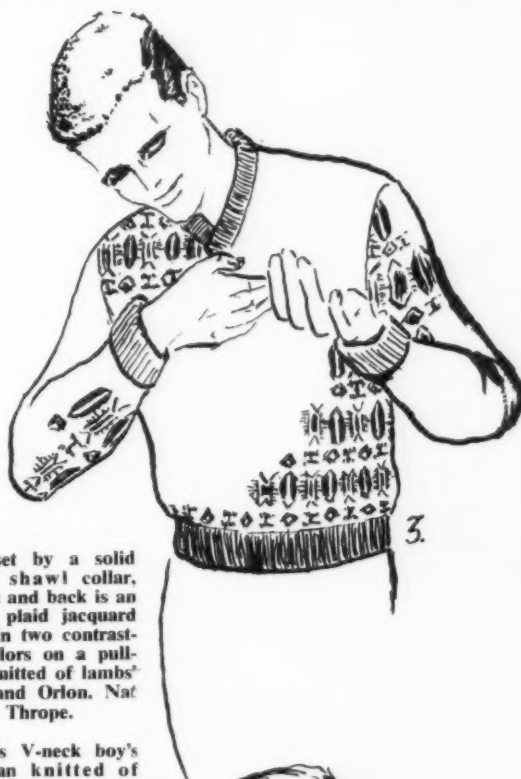


2. In a brushed lamb's wool and Orlon turtle-neck pullover, a jacquard pattern in softly muted colors contrasts against a solid heather area. Part of the jacquard design is repeated just above hip and cuff ribbing. Herman Heller.

3. A two-color jacquard design patterns this flat knit, 100 per cent wool medium bulky with crossover V-neck. Green Associates.



4. Soft shades of blue and brown blend in an all wool brushed Norwegian jacquard. The high V-neck, cuffs and lower edge are ribbed in unbrushed yarn. Stone & Cohen.



5. Offset by a solid color shawl collar, sleeves and back is an argyle plaid jacquard front in two contrasting colors on a pull-over knitted of lambs' wool and Orlon. Nat Thrope.

6. This V-neck boy's cardigan knitted of 100 per cent acrylic fibers has striped jacquard areas in a flame pattern. Oxenfeldt, Rouder & Levinson.



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KMRA Fashions**Novelty Collared Pullovers Are Semi-Bulky, Colorful**

1. Two colored stripes of different widths outline the crew neck of a bulky pullover. The body of this sweater is knitted in a deep heather yarn. Donald F. McMurray.

2. Fancy links and links stitches create an interesting surface texture on the solid color all wool pullover, the V-neck of which is detailed only by stripes in two contrasting colors. Norman B. Winkler.

3. In a blend combining 75 per cent lambs' wool with 25 per cent Orion acrylic, the construction of a solid color crew neck pullover creates a heavily textured diamond design. Falk & Caron.

4. Knitted in a half-cardigan stitch, this 100 per cent Shetland wool pullover features a split cowl collar and inside breast pocket. Close scrutiny of the yarn employed reveals softly blending autumn shades. Oxenfeldt, Rouders & Levinson.

5. Fine, black horizontal stripes encircle this all lamb's wool pullover. The split cowl collar features a button and buttonhole detail. Falk & Caron.

6. Highlighted by a Continental turtleneck, this medium bulky features multi-colored patterned designs against a solid background. Greene Associates.

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KMRA Fashions**New Sweater Shirts Have Mitred Stripes, Textured Areas**

1. Heather stripes alternate with solid in this long-sleeved interlock Ban-Lon sweater-shirt. Norman B. Winkler.

2. Intricate lacework on either side of a six button vestee placket marks this full-fashioned Ban-Lon raglan sleeve shirt. Bernstein & Drescher.

3. This long-sleeved cardigan with textured front and mock fashion sleeves also comes in a short sleeved version for warm weather. Norman B. Winkler.

4. A solid V-bib, turtleneck and cuffs create bold contrast against a checked cotton knit shirt with poncho bottom. Arthur Levy Associates.

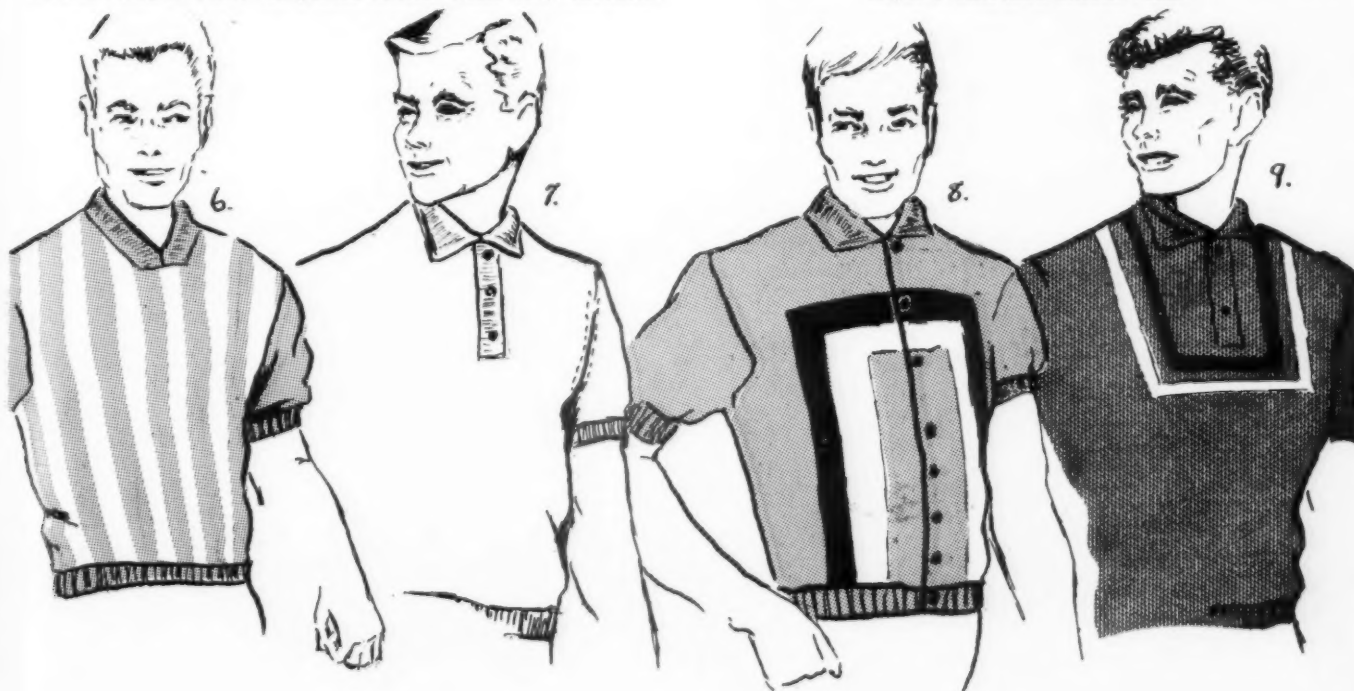
5. In color and design contrast to the shirt body is a covered placket and collar on an Orlon interlock sweater shirt. Sierntex.

6. On this sweater-shirt knitted of 100 per cent Orlon acrylic, only the front is boldly striped. Herbert Mills.

7. A solid color short-sleeved Ban-Lon golfer shirt has a ribbed three-button placket and fashion collar. Aaron Hirschman.

8. Detailed at the midriff section by bold mitred stripes in three colors is a sweater shirt of 100 per cent Orlon Acrylic. Herbert Mills.

9. A deep bib is set off by rows of contrast color stripes on an Orlon acrylic sweater-shirt. Herbert Mills.



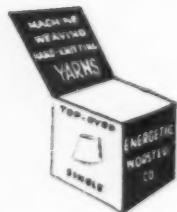


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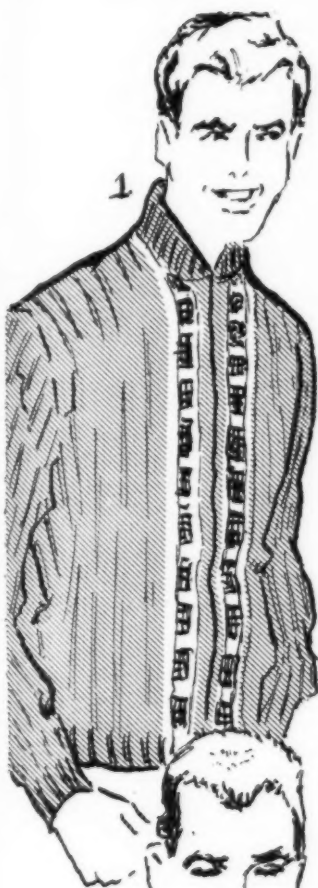
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KMRA Fashions

Jacquard Areas, Stripe Details Mark V-Neck Cardigans



1. Lamb's wool and Orlon acrylic fibers blend in a zipper front cardigan knitted in a half cardigan stitch. Wide jacquard panels in two contrasting colors appear on either side of the zipper which begins just below a high V-neck. Nat Thrope.



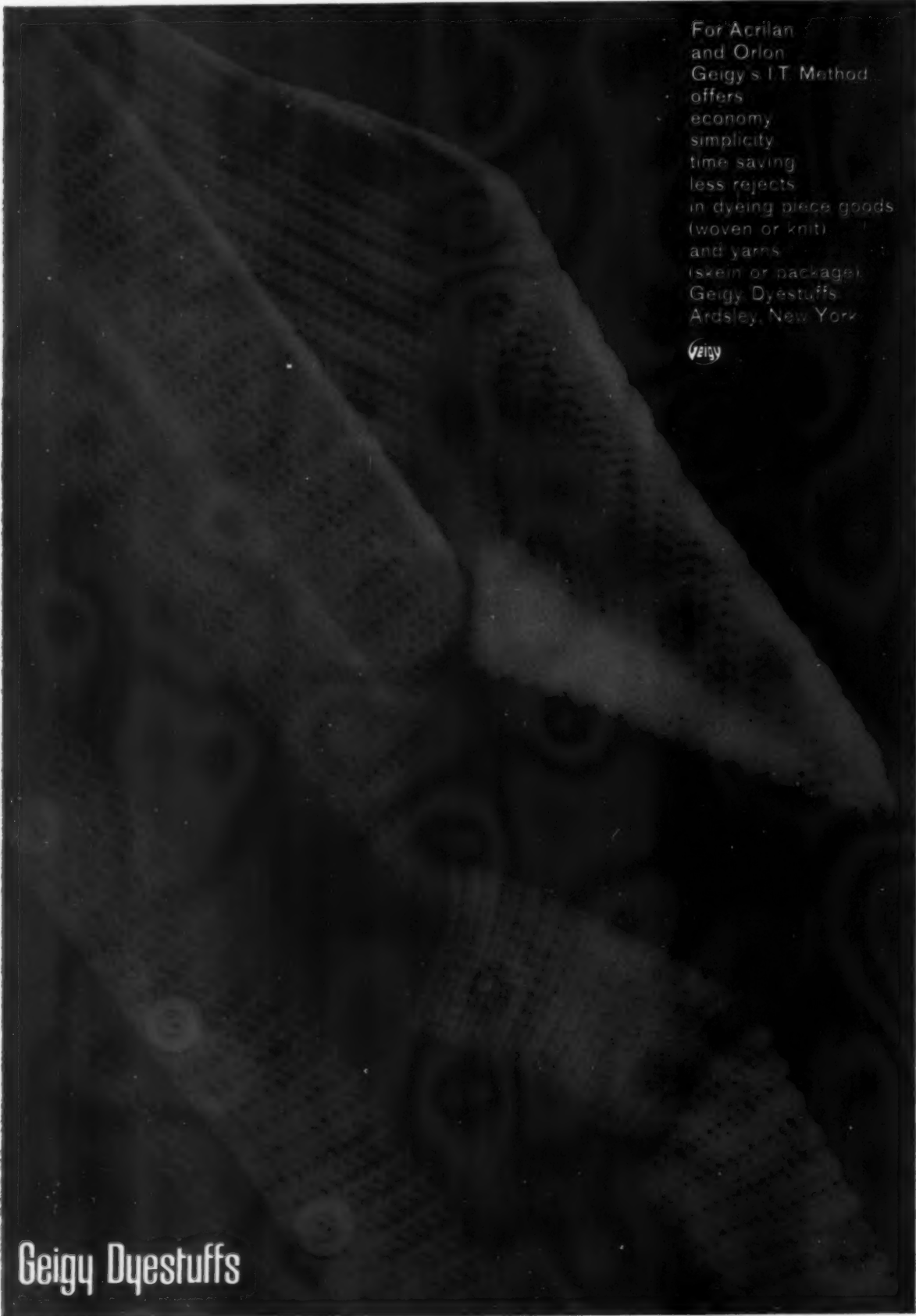
2. Fancy textured panels down each side of the cardigan front are in direct contrast to the remainder of this sweater, a flat surfaced knit. Lamb's wool and Orlon blend in this number which is detailed by inside hip pockets. Falk and Caron.

3. The V-neck of this all wool, flat knit, award type cardigan is further emphasized by white stripes. Falk and Caron.

4. Plain ribbing that outlines the V-neck and each side of the zipper front stands in bold contrast to alternating panels of fancy textured stitches that cover the entire surface of this 100 per cent wool bulky cardigan. Oxenfeldt, Rouder and Levinson.

5. Two stripes in colors that contrast to the rest of this lamb's wool and Orlon sweater provide an outline for the V-neck, button cardigan front and inside pockets. Falk and Caron.





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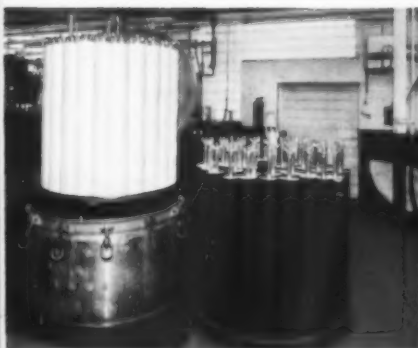
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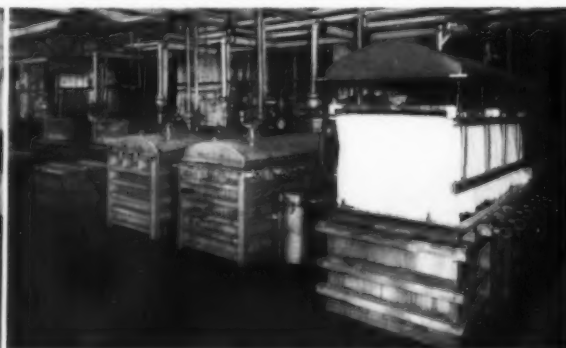
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KMRA Fashions**Cardigans With Diversified Necks Have Unusual Surfaces**

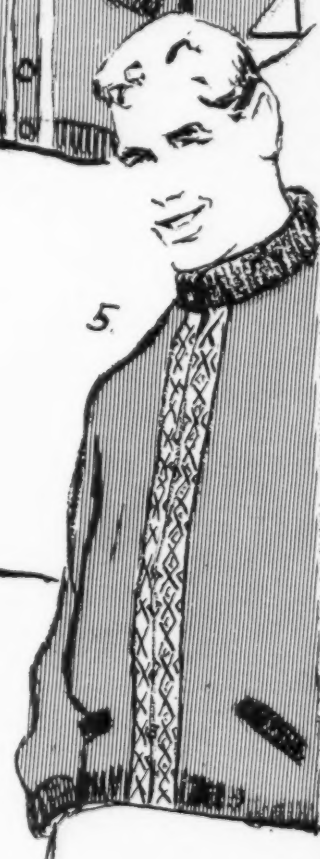
1. Links and links stitches form a textured allover surface on a shawl collared, all wool button cardigan.

2. Solid color ribbing contrasts against a two-color shell stitch allover design. The shawl collar begins from within a V-neck in this all wool cardigan.

3. An unusual zig-zag pattern is interpreted in two colors on a 100 per cent Orlon acrylic shawl collared cardigan. Greene Associates.

4. Jacquard inserts down the long sleeves of a V-neck, button cardigan are both unusual and colorful. Slanted hip pockets provide an interesting design detail. Sterntex, Inc.

5. Here the jacquard panels line either side of a zipper closure on a colorful cardigan. The height to which the zipper is closed determines whether the sweater shall have a turtle neck or a fashion collar. Again slanted pockets are featured. Sterntex, Inc.





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KMRA Fashions**New Models With Brushed Surfaces, Unusual Jacquards**

1. A blue and white jacquard pattern provides a decorative front for a five-button wing collar cardigan. Constructed of a 70 per cent lamb's wool, 20 per cent fur and 10 per cent nylon blend, this sweater has a white collar, back and sleeves. Norman B. Winkler.

2. Red, black and white in an allover jacquard snowflake pattern designs this girl's 100 per cent Orlon cardigan. Donald F. McMurray.

3. A cup-and-saucer neckline highlights this brushed Orton pullover knitted of multi-color yarn blending new soft fall colors. A stark white inner turtle neck is set off by the colorful sweater body. Sales Agents, Inc.

4. A shaggy mohair and wool cardigan designed in an allover block patterned jacquard blends three shades of a color. Knitted of a finer gauge rib is the collar and cardigan front. Stone & Cohen.

5. Highlighted by a turnover cuff on a bulky boatneck this pullover is knitted in an interesting links and links stitch to create an unusual surface texture. Further interest is created through contrast panels down the sides and sleeves. Sales Co. of America.





Years of experience may mean much — or little. A dyer can keep repeating certain operations over and over again, year in and year out, without improving them. Or, the dyer can keep bettering its old techniques and equipment.

Nicotown has followed the latter course.

When it started over 50 years ago, Nicetown dyed only woolen and worsted and other natural yarns, in the skein.

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Nicotown dyes these fibres in piece, raw stock, top and skein form. It also does bleaching and winding.

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Pierre de St. Phalle, President Ellen G. Wall, Vice-President Paul F. Beener, Treasurer Harold L. Dungan, Secretary

Wholesaling

Knitwear Sales Reported Good At NATAW Exhibition

Hilb Starting Sweater Buying Plan For Stores

DENVER, Colo.—A sweater buying plan for small retail merchants that would enable them to buy top quality lines and well-known labels at the time these goods are most needed has been set up by Hilb & Company, wholesalers. The plan is similar to a program which the company instituted in 1958 for dresses, called the dress circle plan.

"As a member of the sweater plan," Edward Levy, Hilb president, explained, "the small town merchant gets the advantage of big buying power. He pays for three services actually—buying, shipping and ticketing, all of which are done at our warehouses."

Sweaters are sold at Hilb by two specialty salesmen whose activities during the height of the sweater sales season may be augmented by the company's normal complement of 10 general salesmen. Selling gets under way early in March and April. Orders taken in March, for example, are usually delivered by May.

Sweater orders are written on different blanks from those used for other items. This is done so that sweater orders can be processed more quickly.

For this coming fall, Hilb will have its own brand on sweaters for coordinates as well as solid-colored dyed-to-match outfits. The label actually will be an amalgamation of different styles from several manufacturers' lines.

Retiring NATAW Head Speaks At Retail Parley

Outgoing NATAW president Donald Drinkard addressed the delegates of the National Retail Merchants Association convention on "The Arithmetic of Distribution." He urged retailers to use the services of the wholesaler as a solution to many of their problems.

Spot sales of knitwear were high and advance sales picked up steadily at the 34th annual exhibit of the National Association of Textile and Apparel Wholesalers at the Statler-Hilton January 15-19. A fall and spring promotion of boys' and girls' coordinates was offered to retailers as a "fresh incentive" by E-Z Mills, Inc., New York City.

For boys, a knit blouse and boxer shorts and for girls, a knit blouse and skirt, are packaged for display and priced at \$3.98 the set.

The firm has applied color and styling to the sweatshirt—as have other exhibitors—and brought it down to the smaller sizes, 12, 18 and 22 months. Red, as always, was one of the most popular colors.

Contrary to early forecasts, the shawl collar sold well, Stern-tex, Inc., Charlotte, N. C., reported. The firm, handling mostly boys' knits, listed as best sellers, besides the shawl, the high V and the fisherman's neck—a square, high crew.

Among the fastest selling items were jacquard sleeve treatments and the three-tone compact bulkies in slipovers and cardigans in that order of preference.

Orbit blue, spice, Sherwood green—a light olive—spruce green, olive, tiger and smoked gray were flourishing.

Pannill Knitting Co., Inc., Martinsville, Va., also was making hay out of men's and boys' sweatshirts, glorified with shawl collars and several new colors, among them, blue, black and brass.

Another gimmick for sales is the suspender loop to be worn by infants with crawlers, which was shown by Gallant Playtogs,

Indiana Rayon Corp., Greenfield, Ind.

The firm, showing a spring line instead of a fall, which was not ready, was selling a complete range of beachwear coordinates for all sizes of children and highly-fashioned boat necks with three-quarter sleeves.

A Brawny T-shirt—or muscle shirt—was moving well at the Henes & McCloskey exhibit. The garment is a 100 per cent full-combed cotton flat knit with cap sleeve, side panel and V-neck. It comes in either red, black or royal combined with white.

The sweatshirt, hooded and 100 per cent cotton-fleece lined, was featured by Bassett-Walker Knitting Co., Bassett, Va.

Resco Sales Co. reported a "good reception" for its entire line of boys' jackets and shirts, especially a poncho style.

Others showing knits included S. Liebovits & Sons (men's and boys', novelties and staples); Ira Soblick Co. (novelty cottons), and Beryl Mills (Orlon and wool shirts).

An NATAW luncheon heard Dr. Arthur R. Upgren, professor of economics at Macalester College, St. Paul, Minn., describe the recession of 1960 as mild and bound to give way soon to better days. He cited as precedents the rapid and excellent recovery from previous recessions.

Knitwear Sales Spurting Ahead In Southwest

DALLAS, Texas.—Knitted outerwear is fast becoming an important item in the Southwest, according to E. L. Blanchard, general sales manager of Higginbotham-Bailey Co., here.

Thanks to air-conditioning," he said, "women find a lightweight sweater or knitted stole a necessity in the summer."

Swimwear Booms

Swimwear is also a booming item with Higginbotham-Bailey as a result of a staggering increase in the number of backyard swimming pools being erected in the company's trading zone.

Mr. Blanchard said that Higginbotham-Bailey sells about 2,000 dozen polo shirts, 1,000 dozen sweaters and 1,800 dozen swim suits a season. However, he looks for a sharp increase in these figures in the coming year. Swim suit business will be helped, he feels, by the establishment of municipally-owned swimming pools in many towns in this vicinity.

Knit Shirts Increase

The company has also scored a big increase in sales of knitted shirts. Mr. Blanchard anticipates particularly active business on Ban-Lon and other textured nylon shirts retailing from \$7.50 to \$10.00.

"We did a nice business with these shirts last year," he said, "and we expect greater demand this spring."

Blaze of Color

The two most significant changes that have occurred in merchandising of knitwear and other apparel items by dry goods wholesalers, in Mr. Blanchard's opinion, have been individual packaging and color.

"Two years ago when I started with Higginbotham-Bailey, sweater colors were limited to a few staple shades," he explained. "Today, however, sweater lines are a blaze of color."

KNITWEAR VOLUME EXPANDING

MIAMI, Fla.—Twenty-five per cent more knitwear is included in the current catalog used by salesmen of the Cromer Wholesale Company, here. The increased space allocated to knitwear is a reflection of the step-up business which the company is doing in knits.

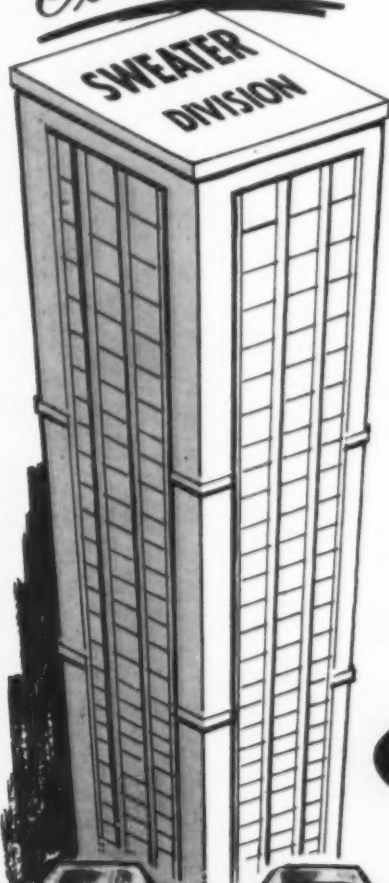
The company handles men's knit shirts and a complete line of women's, men's and children's sweaters and swimwear. In the latter, the company notes stronger interest in knitted swim suits. In sweaters, activity is centered around rib bulkies.

Although most of the company's sales operations are concentrated in South Florida, its trade with Latin America has been increasing. The company is now also doing a sizeable business in the Bahamas and other Caribbean Islands.

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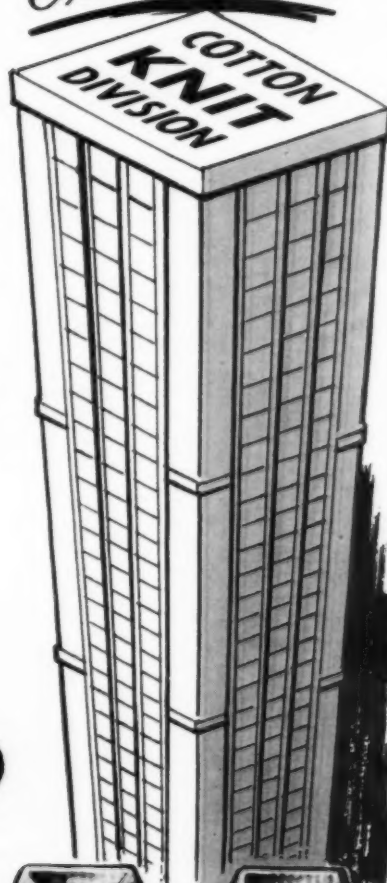
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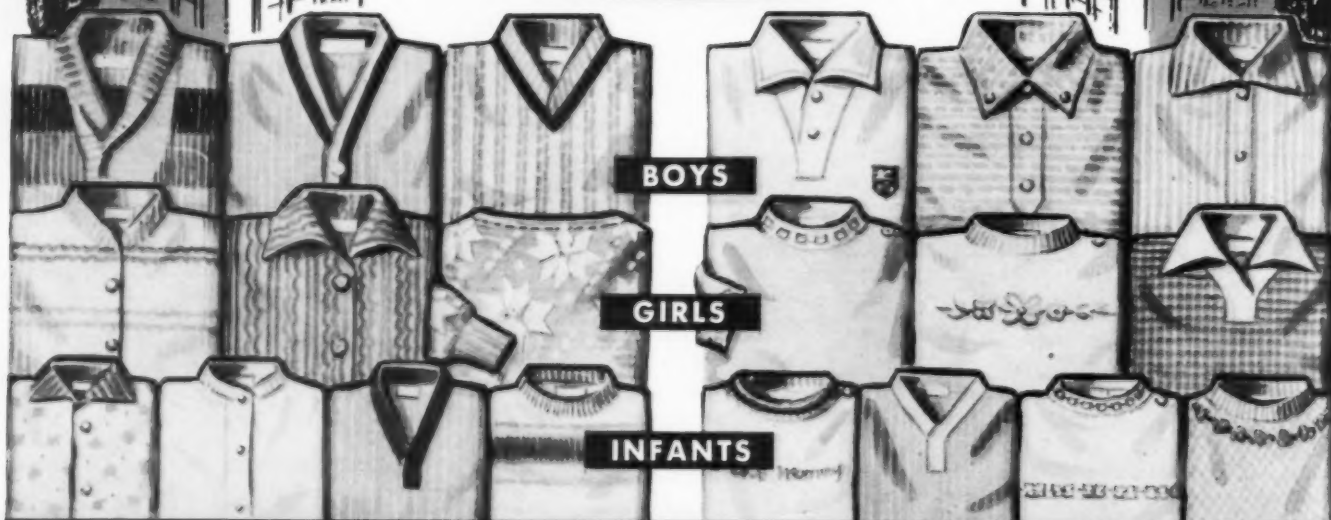
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Hotel Statler, New York, Jan. 16-18, 1961—Booth 643
- ★ KNITWEAR SHOW, Sheraton-Atlantic Hotel, New York
Broadway at 34th St., Jan. 22-26, 1961, Room 821

STERNTEX
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Wholesaling

Specialized Selling Boosts Volume For Wholesaler

RICHMOND, Va.—Two factors are seen by Williams & Reed, Inc., wholesalers of this city as chiefly responsible for the consistent increases in knitted outerwear volume which the company has recorded in the past few years. The two factors are:

- Stress on specialized selling of knitwear lines.
- Exclusive reliance on nationally advertised brands.

"We feel that wholesalers have to do specialized selling today so that the men know how to present their lines to the retailers," Col. Charles H. Reed, president of the firm, stated. "Three years ago we moved into specialized selling. We just do not believe that any man can sell well in more than two departments and actually would do better in only one department. At present, the knitted outerwear department has eleven specialty men and under this program the result has been remarkable.

Consistent Sales Rise

"Since we have gone into specialized selling we have increased our sales of knitted outerwear by at least 10 per cent each year; this year we shall have an increase of better than 12 per cent in the department. We anticipate an even greater gain next year."

While Col. Reed recognizes the importance of specialty selling as a stimulant to increased sales of knitted outerwear by his company, he is aware of the significant role which manufacturers have played in making the higher volume possible. He particularly credited the high quality and unique styling of the knit garments which knitters are today turning out.

Better Quality

"Sweaters are now enjoying much wider acceptance," he said, "some are even replacing lightweight coats. Knit shirts have even broader sales appeal now than formerly and have very seriously cut into woven sports shirts. Part of this is due to the better product being manufactured, but with our men so much better trained we find that they are better able to take advantage of good products and sell in far greater volume."

Williams & Reed's specialty selling program for knitwear is based on the philosophy that

there are distinct limits to a salesman's area of product responsibility and that it is virtually impossible for one man to successfully handle more than 10 product categories within a department.

"Only when his field of activity is restricted," Col. Reed commented, "can the salesman become a specialist—at least in terms of knowing his merchandise thoroughly and being equipped to service the merchandise in his sales sector. Actually, we have found that by confining a salesman to a few limited lines he can actually double the number of contacts he formerly was able to make within his sales territory."

Single Meeting

In instituting its specialized selling program, Williams & Reed has revamped its periodic department sales meetings. The general three-day sales parley at which all products handled by the company were reviewed has been done away with. Now, sales meetings are held on a departmental basis. The sessions are thus briefer and more meaningful to the individual salesman.

"We have eliminated a lot of boredom and confusion and saved the time of our executives



COL. C. H. REED

as well as salesmen," Col. Reed noted.

In addition to being able to do a good selling job on merchandise, Col. Reed expects his salesmen to encourage rapid turnover. He believes that the retailers will make more money by this rapid turnover provided they do not attempt to overstock themselves, but instead depend on frequent repeat orders from the wholesale house. By doing this, Col. Reed believes, retailers will net more money by spending less for goods lowering their inventory and reducing costly mark-downs.

Inventory Up

In stressing this phase of merchandising, Col. Reed conceded that his firm increases its own inventory problems. "One of the

most difficult problems faced by wholesalers is anticipating needs," he pointed out. "For example, he has to anticipate 95 per cent of his sweater needs by the first of June. Yet the sale of sweaters may be greatly influenced by the weather. In bad years our firm has experienced as much as a 30 per cent mark-down on given items. But regardless of this danger we are determined not to lose customers for lack of goods."

Average Out

"We feel we are capable of averaging out our stock needs in advance; certainly we're more capable of doing it than are the individual retailers," Col. Reed continued. "Inventory control is something we spend a great deal of time on and yet know less about and do worse on them than any other phase of our operation. Still we think we are ahead of our competitors in this matter."

Most financial troubles of wholesalers and retailers are attributed by Col. Reed to a foul-up on inventory control. Seven or eight years ago, he recalled, the average retail merchant turned over his inventory twice a year; wholesale firms about three times a year. This has now changed, he explained. Today better retailers try to turn over inventory at least four times a year and some even try for five times a year.

"And we," Col. Reed added, "are not satisfied here with anything less than five times turnover and we strive for six each year."

Wholesalers' Customers Buying Better Knitwear

BATESVILLE, Ark.—Small department and chain stores are replacing the country store as the backbone of business for Hail Dry Goods Company, here. With the change in the retail outlets to which it caters, Hail has had to upgrade its lines, especially in knitwear. Five years ago Hail's main sweater volume was in the \$2.98 and \$3.98 retail range. Today the bulk of its sweaters are sold in the \$6.98 to \$9.98 price range.



Edward F. Greenstreet, head buyer for the knitwear department of Williams & Reed, Richmond, Va., watches his inventory controls most carefully and boosts his department sales through specialized training of his salesmen.

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COLLEGE KNITTING MILLS, INC.

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LADIES' ORLON BULKIES

MEN'S 100% VIRGIN WOOL CABLE SWEATERS

Wholesaling

Charleston Wholesaler Sees Bigger Market For Knitwear

CHARLESTON, S. C.—The outlook for knitted outerwear in the dry goods wholesale field is increasingly strong, says Marion W. Hornik of M. Hornik and Co., the largest dry goods wholesaler in Charleston. Mr. Hornik, whose firm does a thriving business in knitwear, says there are three reasons for the bright future in knitted wear for the industry.

"People today tend to live more casually than formerly," says the co-partner in the 85-year-old firm. "They have more leisure time and thus tend to use more knitted goods for casual clothing," he adds.

"Knitwear also is very comfortable, and the industry has the ability to produce new styles and fibers which appeal to the buying public."

However, Mr. Nornik thinks wholesale dealers can bolster their sales to retail dealers.

They can use specialized selling to achieve a higher outerwear sales volume.

"I think this can be accomplished by a wholesale company having a representative make a special outerwear selling trip through the sales territory," he says.

"This gives a concentrated sales approach to his customers for knitted outerwear."

Mr. Hornik's firm handles sweaters, coats, and jackets. He is in partnership with Sam M. Frenkel and they sell throughout both Carolinas and Georgia.

Concerning sales, Mr. Hornik says the wholesale dealer today should recognize the fact that the retailer is demanding more styling in knit goods and stock a higher quality brand of knitwear.

Another way a wholesaler can help increase service to the retailer is to determine the trade price the majority of his customers want to pay. Also to carry a variety of goods in stock so a retailer can find what he is looking for.

Mr. Hornik does very little advertising. While his customers return faithfully due to satisfaction, "we don't sit on our laurels."

Located at the same site in downtown Charleston for over half a century, his firm undoubtedly draws its booming business from its long established reputation.

"On occasion, however, we

have advertised by direct mail," says Mr. Frenkel, "or through the newspapers."

Mostly the sales promotion techniques used to sell knitwear are showcase windows, open racks, manikins and pegboard display counters.

"The open rack was put into use in our company about two years ago," says Mr. Nornik, "and has proven a great success."

"We've been trying to get away from the use of tables, and have found the open racks are a great improvement. When a customer comes in he is able to see at a glance what type of goods we carry, pick it from the rack without difficulty, examine it, and then return it to the rack with the hanger without messing it."

"It formerly took quite a bit of time to straighten up articles after customers picked over the tables."

Racks, he claims, are display units which make the stock look neater, and keep it more uniform.

Plastic bags over knit shirts also keep them looking neat and in place without allowing them to become messed or soiled

through fingering.

He used manikins for display of knitted shirts and swim suits.

Both Mr. Nornik and Mr. Frenkel travel throughout the territory to see their customers, and have another full-time salesman, Wofford C. Lever, Jr.

"I believe in inside training for a salesman in the dry goods business," says Mr. Hornik.

"I'd rather take a man in with no previous sales experience, teach him our methods, train him in our stock and then put him on the road, than hire an experienced salesman who has worked in another line."

"This way," adds Mr. Hornik, "a salesman knows what he's selling, and can explain to our customers any detail of our goods."

Mr. Lever worked at all phases of the business before being sent on the road to represent the company.

The firm has recently streamlined its warehouse and inventory operations. The firm last year installed a library card type inventory system.

"We tried plenty of systems before adopting this one," Mr. Lever stated. When goods are purchased from the manufacturer, they are listed on the cards by the article's name, the lot number, the supplier, and the quantity bought.

The cards are filed alphabet-

ically and by floors for the four-story building. Stock is listed by its make, and not by the trade name. Whenever stock is sold, the amount sold is marked off the card. By this method, Mr. Hornik can tell at a glance how much of the stock is on hand or to whom it was sold and how much.

The cards also are numbered 1 to 1,000. If a card should be lost or misplaced, it is easy to determine.

Formerly, the firm used an unnumbered slip of paper instead of the card system.

On the two main warehouse floors, Mr. Hornik has been able to utilize approximately 75 per cent more floor space by employing the use of metal racks.

The racks used on the floor are "back to back," and the others are lined along the wall-space.

In addition to the better utilization of floor space, this gives the customer a better view of the goods and enables warehouse workers to find stock easier.

Mr. Hornik says the trend among dry goods wholesalers is towards the use of metal racks over the open table methods.

Other methods he has employed to speed up warehouse operations are the code pricing of all goods, keeping the fastest moving articles stocked as near the elevator as possible. All extra stock is listed in a reference book.

One of the biggest improvements made was the installation of metal racks in the warehouse.

Once the goods has been selected by the retail customer, the purchase moves swiftly through the shipping department, which recently has had a new freight room added.

The goods move from the warehouse by elevator on hand carts. Then to the shipping department, where one employee carefully packs them into boxes.

A shipping ticket is attached, and the goods never leave this department until another employee — someone besides the

(Continued on Page 49)

Knitwear Outlook Good At Hogan-Allnoch

HOUSTON, Texas—The outlook for knitted outerwear in 1961 is excellent in the opinion of Robert L. Woodard, knitwear buyer for Hogan-Allnoch Wholesale Dry Goods Co., here. He said that the past year was also a good one.

"There has been very favorable customer acceptance in this area for our full line of knitwear," Mr. Woodard asserted. "The greatest demand has been for men's and women's sweaters. The popularity of these items has resulted in a good volume business for us, while knit sport shirts have run a good second. One of our best sellers has been women's knit gloves, an item that has had a good demand. Swim suits and trunks, being seasonal items, naturally have only a limited demand, and rank lowest of all in our knitted outerwear line."

"In the height of the sweater season," Mr. Woodard stated, "we had demand for such colors as white, black, purple, gold, royal blue, deep pink, rose, beige and certain shades of tan. Colors such as sage green, sherbet and a few of the lighter colors did not have the sales appeal that prevailed in the richer colors. In men's sweaters, charcoal, loden green, gray and camel were preferred."

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Wholesaling

Sweaters Becoming Principal Item With Memphis Firm

MEMPHIS, Tenn. — Sweaters are gradually supplanting lingerie as the primary line of C and G Lingerie Company, Inc. Wholesalers organized 12 years ago are a strictly lingerie firm, C. & G now sells as many sweaters as its original principal product. "Sweaters alone now account for more than a third of our total volume, and when knitted blouses and knitted sportswear items are included, the knitted outerwear portion of our business rises close to one-half," according to Lester S. Zalowitz, president.

Mr. Zalowitz is one of the organizers of the Memphis Wholesalers Association. He is a past president and is currently a member of the board of directors of the organization.

"We feel that the future of knitted outerwear is very promising, and that with us it can and will soon become our major line. We are definitely and aggressively pushing in that direction. We recognize a real opportunity to make C and G Lingerie Company the knitted outerwear house of the Memphis wholesale trade area," Mr. Zalowitz stated.

"We began business 12 years ago strictly as a lingerie firm," Louis Gross, secretary-treasurer, pointed out, "and from the beginning we have enjoyed a highly satisfactory volume in that field. Lingerie still accounts for about one-third of our sales."

"But we early recognized the additional opportunity in knitted outerwear," Mr. Gross continued. "We found many of our retail customers buying knitted outerwear from wholesalers a great distance from Memphis—firms well beyond the Memphis wholesale trade area. In an effort to be helpful to our customers as well as increase our own volume, we began handling lines of knitted outerwear, particularly sweaters."

"Sweater volume grew rapidly and the growth has been constant and highly gratifying. We had our biggest sweater year in 1960, and we now see no reason why 1961 should not be even better."

C and G sells ladies' wear almost exclusively; minor lines of children's wear, and no men's wear at all.

Wholesaling Area

The firm has four salesmen

in the territory within a radius of 150 or 200 miles from Memphis. Although the trade area is large, geographically speaking, it is comparatively thinly populated, and working it effectively requires much efficient planning on the part of the company's representatives in the field.

C and G Lingerie has been in its present sizeable quarters at 196 Monroe for eight years after having rapidly outgrown its initial and considerably smaller location. Buyers and visitors are greeted in an attractive show room area colorful with well-arranged displays of the company's lines of outerwear and lingerie.

Customer Services

Solid service to the retailer without unnecessary and expensive frills and fanfare, is one of the bases for their success, it is claimed. Their unvarying policy of standing behind every piece of their merchandise and making prompt and cheerful adjustments when appropriate

has been instrumental, they are certain, in bringing them many friends and much business.

The firm's excellent volume in sweaters, in Mr. Zalowitz's opinion, is due in no small part to the company's policy of permitting the retailer to buy the sizes and colors he wants and needs, without regard to the restrictions of traditional lines and assortments.

If the sweater customer has plenty of 34's but needs 32's and 36's, it is in Mr. Zalowitz' opinion foolishness to require him to take more of the 34's he does not need in order to get the 32's and 36's which he needs and can sell.

"In our house," Mr. Zalowitz said, "the customer can get any number of any size in any color he wants and needs to maintain his stock."

Volume Builder

"The results of the application of this definite merchandising policy on our part have been two-fold," Mr. Zalowitz explained. "First, our customers, instead of buying less merchandise under this policy, as might possibly be expected, have actually purchased more goods. Second, it follows that we in turn buy more merchandise, and we

naturally buy it from the manufacturer who will go along with us and back us up in this policy of making available to the retailer the exact items he needs, rather than forcing on him the items in pre-packed assortments."

Both Mr. Zalowitz and Mr. Gross were in the retail business before they entered wholesaling. This retail background gives them an excellent understanding of the problems and potentialities of their retailer customers.

Accordingly, C and G officials and salesmen make a point of working closely with the leading retailers in the small communities within the firm's trading area.

Good Customer Relations

"Sometimes it is the little thing that pays off big," Mr. Zalowitz noted. "For example, we regularly suggest to our retailers that they display and promote coordinates. Whenever we can, we help them create displays including sweaters and appropriate skirts, pedal pushers, Slim Jims, and the like. The result is that they sell more sweaters, and more of the other garments, too. And, since C and G supplies both the sweaters and the woven fabric garments, whatever helps the retailer is certain also to help C and G."

Wholesaling

Knitwear Sales Up 20% At Thomas, Field

CHARLESTON, W. Va.—Thomas, Field and Co., one of West Virginia's largest general merchandise wholesale outlets has racked up a 20 per cent increase in sales of men's knit shirts and sweaters. Of the two, the knitted shirts account for the major volume.

Thomas, Field first began to experience the upsurge in knitted shirt demand about three years ago, according to C. T. Bettinger, Jr., manager of the company's men's furnishings department.

"They've gotten away from the plain, flat knit shirt of two years ago to where they now demand knits with surface interest," Mr. Bettinger explained. "And, of course, with this manufacturer have developed many new styles and necklines such as the boat-neck."

Thomas, Field has become so

impressed with the proportions to which the knit shirt market has grown that it has joined with 20 other distributors in developing a brand name called Springfoot.

Knit shirts are not, of course, the only item in the knitwear category that have seen a marked increase in demand in the industrial Kanawha Valley served by Thomas, Field and Co. Growing along with them

have been sweaters and swim trunks.

Anticipating the growth in swimwear has provided an interesting bit of speculation for Thomas, Field, and yet it's something over which the company has little control. Until recently Charleston and its surrounding suburban communities were virtually without public swimming facilities. Although three medium-to-large rivers traverse the immediate area, none is ideally suitable for water sports due to industrial waste; and, aside from pools operated by country clubs, there were only two open to the public in

(Continued on Page 49)

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The Saco-Lowell/Fleissner Suction Drum Dryer evaporates three times the quantity of water per square foot of drying surface compared to any other drying system and has adjustable overfeed from minus 20 to 150%.

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See operating model SACO-LOWELL/FLEISSNER Dryer
in operation at the Knitting Arts Exhibition, Atlantic City, N. J. — April 24-28, 1961.



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Wholesaling

Southern Wholesaler Notes More Wool Sweater Sales

ALBANY, Ga.—The president of one of the leading wholesale dry goods companies in South Georgia sees a renewed demand for wool sweaters among the women in the Deep South, and predicts increasing sales of knitted outerwear in his section. James D. McCollum, president of Hofmayer Dry Goods Company, here, says an unusual turn in the sale of knitted outerwear in recent months in the South has been the increasing demand by women for the higher-priced women's sweaters.

"We have sold more, unit-wise, of the highest priced women's sweaters recently than ever before," Mr. McCollum said in a recent interview. "We handle 100 to 125 different styles and prices of sweaters, but we find the women are buying the top priced items best."

The Georgian, who has been president of Hofmayer since 1953, is enthusiastic over the sales of knitted outerwear in the three states his company serves, Georgia, Florida and Alabama.

"Our greatest volume in knitted outerwear is in sweaters and polo shirts," he pointed out. "We have noticed an increasing demand in the trim, form-fitting polo shirts for boys and men, with the greatest increase, strangely enough, being in the small sizes, 3 to 6-X."

The Georgia wholesaler commended the knitted outerwear manufacturers for the good job being done with knitted fabrics. One feature, the lamination of urethane foam to knitted fabric has made a great change in the sweater market, he said.

"The lamination process not only gives more insulation," Mr. McCollum said, "but holds the body of the sweater. In the South, where mild winters preclude the use of heavy woolen clothes and overcoats, sweaters are high in demand."

Men and boys especially are buying sweaters, and the new innovation, the shawl collar sweater, is "going great," he said. Pullovers seem to appeal more to the young men and boys than the cardigan types.

"We are experiencing a definite increase in volume in men's and boy's sweaters, especially the heavier, woolen garments," he said.

"Wool is coming back strong,

or at least sweaters with a larger percentage of wool. Ban-Lon, which was all the rage a couple of years ago, has given way to wool drastically in the past season."

Hofmayer Company, more than half a century old, has been affiliated with F. J. Sklenka Company of New York for more than 40 years.

Mr. McCollum is a firm believer in the wholesaler's place in business today. However, he said "we leave too much to be desired in regard to the thoroughness with which we have put across our story. Some merchants, as they did in the 1920's, still consider us the "middle-man jobber," which is not good for us or for the merchant.

"We believe that we can supply the daily demands of the merchant best, and certainly we believe in national brand merchandise.

"We feel that the merchant should push national brands and stick to them. That is why we continue to handle the same brands and urge our retailers to do the same. When we change, or when they change, we lost that easy acceptance which has been built up."

The Georgian handles top brand names in knitted outerwear, and bemoans the fact that knitted swim suits do not go over too well in his territory.

"For some reason," he said, "we haven't had much luck with knitted swim suits. With sweaters, yes, and knitted shirts, we do fine."

"We are looking forward though to one of our best January bookings in years, Mr. McCollum declared. The election and year-end tension is over, and when our salesmen go out in January they will see the difference immediately."

What about the long-range outlook for knitted outerwear in the South?

"Good," Mr. McCollum de-



J. D. McCOLLUM

clares. "Sweaters will lead the way down here, with men,

women, boys and girls delighted over the new styles and comfort. Polo shirts, a natural for the warm climate here, will continue to increase in demand. Our winters are exceptionally mild, more often than not Thanksgiving and Christmas Days being in the high 70's, perfect polo-shirt weather. Men and boys wear them year-round down here, not just in summertime.

"Sweaters and skirts for the women and girls are the universal style in our area. Girls, especially, keep a good supply to go with their different skirts, and wear them to school, church and everywhere."

Wholesaling

Century-Old Wholesaler Attributes Success To Progressive Thinking

ROCHESTER, N. Y.—Smith Gormly, Inc., here, claims to be one of the largest general line wholesalers in New York State. In business for almost a century, the company attributes its longevity to a refusal to rest on its laurels. Frank L. Moore, president, and Harold Kay, energetic vice-president, have peppered the organization with young idea men, and are looking forward to further advances.

Although other product lines overshadow knitted outerwear in the firm's operation, management predicts that knitwear will account for a greater percentage of overall revenues in 1961 and in the years to come.

"From the wholesaler standpoint," says Moore, "knitted outerwear is one of the hardest lines to place. There is a tendency for salesmen not to go overboard on lines we don't have an exclusive on in our territory. We naturally like to concentrate on names that we can control. For a wholesaler to do a really good job on knitted outerwear, he either has to have a very large representative selection of nationally branded items, or work with controlled franchises."

That's why Smith, Gormly's management is so enthusiastic about the co-operative wholesalers' organization it joined a few years back. A group of whole-

salers bought a nationally branded name, arranged to expand the line and sub-contract the manufacturing, then divided the national territory among the members. Smith Gormly got the exclusive franchise in New York State. The price is set on the national level and quality control is rigidly enforced.

"That's where a wholesaler can function best," points out Kay, who is in charge of the sales staff. "To be really successful, he added, "a wholesaler must have a brand name exclusively in his trading area. Only in this way can the salesmen concentrate on working with their accounts to set up basic inventories which will turn over fast."

"The wholesaler's salesmen are in a position to really help their accounts," contends Kay, "because they call on so many retailers. They pick up ideas and pass them along. That's something that the retailer can't do for himself. The wholesaler's

(Continued on Page 51)

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Wholesaling

Hornik Envisages Big Knit Market

(Continued from Page 43)

packer — makes a complete re-check of the order.

This prevents any possible error in the customer's order.

The job of checking is rotated among the workers. Weighed, with shipping ticket attached, the shipment then moves into the freight room, still by hand cart. Here a bill of lading is attached, and the shipment awaits pick-up by the trucker.

Incoming shipments are handled in a similar manner. They are unpacked, checked, priced and then processed through the inventory card system.

The entire operation of the firm—from the main office to the fourth floor of the warehouse—is aided by the use of an intercom system. At the flick of a switch, the "boss" can talk with any employee in the building.

Mr. Hornik is a wholesaler who believes in knowing what his fellow dry goods dealers are doing. He is a member of the

National Association of Textile and Apparel Wholesalers.

M. Hornik and Co., one of the oldest wholesale dry goods firms in Charleston, was founded in 1876 by Morris Hornik, father of Marion Hornik.

Knitwear Sales Up 20% At Thomas, Field Co.

(Continued from Page 45)

an area of approximately 250,000 people.

Today there are several municipal pools, but the real swimming boom has been created by private, neighborhood subscription pools.

Constant use of swimming facilities means constant use of swim trunks and suits. And because of the wearability of knits officials at Thomas, Field are finding an increasing demand for knitted swimwear. With even greater growth in neighborhood pools expected, the company foresees a corresponding increase in sales.

As for sweaters, Bettinger compares growth in the bulky knit line to that of shirts. "Bulky knits dropped to almost nothing several years ago," he explained.

(Continued on Page 51)

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but today they are strong."

Advances in bulk knit sales were also developed by the young customers, he added, but, like knitted shirts, have become a sought-after item by older generations.

What's for the future? Frankly, Bettinger wouldn't say. "You can't predict styles," he explained. "Any line may be developed. But one thing is for sure—knits have turned into a staple. In fact, they never have been as big as they are now."

With the outlook bright, Thomas, Field and Co. isn't sitting back and waiting for sales to come to it. The company is pushing knitted goods and other popular items and emphasizing new and improved service to retailers.

One of the firm's new retail services is providing guidance for complete store modernization. With its long experience in properly displaying and handling items, Thomas, Field helps its customers provide the atmosphere which encourages buying by the general public.

Smith Gormly, Inc. Stresses Service

(Continued from Page 47)

can pin-points area preferences and comes up with merchandising ideas best suited for the particular account."

Fast service is vital to a successful wholesale operation. At Smith Gormly, same day service is the rule. The order is shipped on the day it is received.

The company's showrooms and warehouse are located in a seven story building on St. Paul Street. Few wholesaling organizations, it is claimed, can match Smith Gormly's premises in cleanliness, lighting, and display. Entire floors have been allocated to specific department in order to eliminate the clutter usually found in wholesaler showrooms. A housekeeping program has been set up to insure cleanliness, and the schedules are followed religiously.

The company recently inaugurated a sales training program. The object of the plan is to develop salesmen who are able to provide invaluable assistance to their road accounts.

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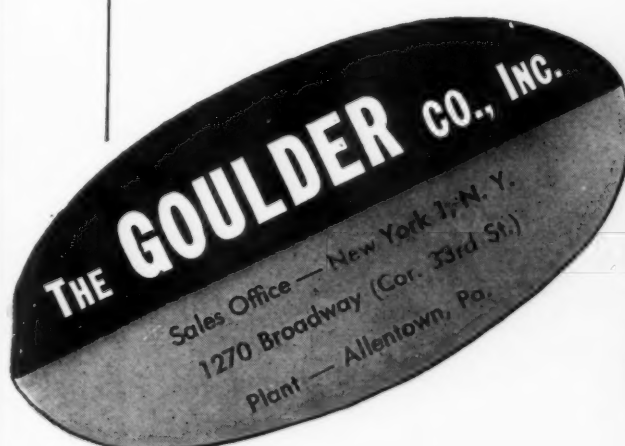
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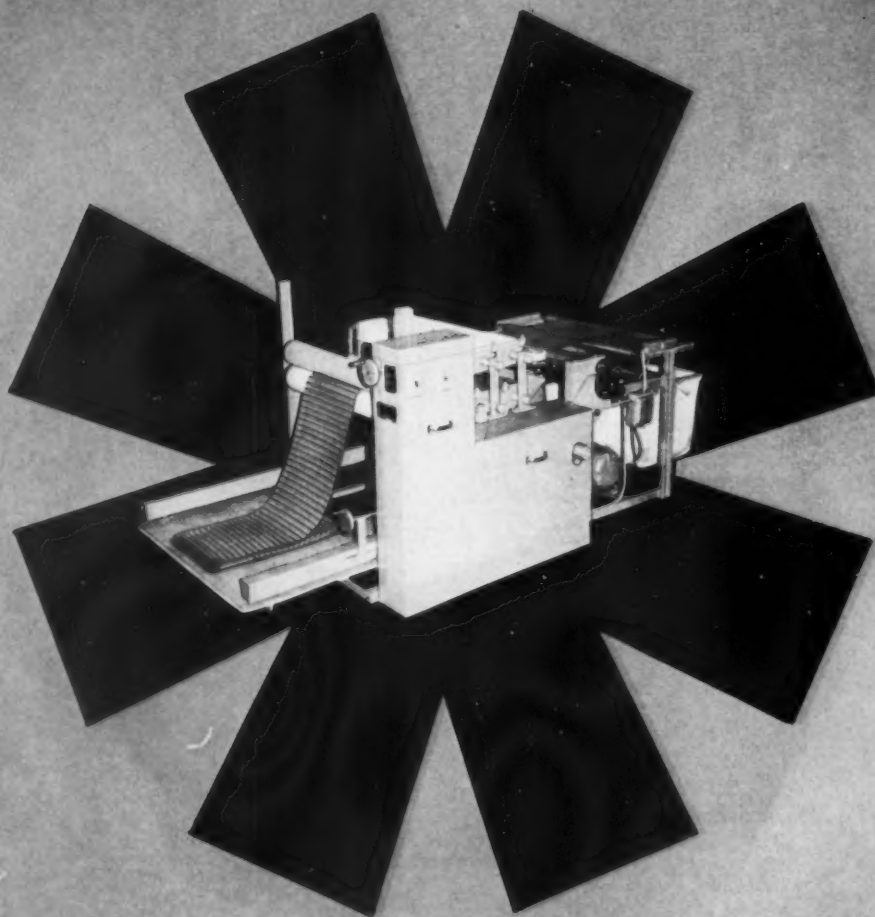
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Primary Lines

Bamberger-Reinthal Stresses Textures

The Bamberger-Reinthal Co., manufacturers of men's, boys', girls' and women's sweaters as well as skirts and slacks to coordinate with the latter group, is showing an extensive collection of knits in each of these categories.

Sweaters for men and boys include unusual pullovers and cardigans in 100 per cent wool, and blends employing such fibers as lambs' wool, Shetland wool, mohair and Orlon.

Year For Cardigans

Steve Ross, of Bamberger-Reinthal's N. Y. office forecasts a big year for cardigans. "Although they did very well last year, the ratio of cardigans to pullovers will be even greater in 1961," he predicts.

All wool sweaters are knitted on Raschel machinery and consequently come in a very extensive range of surface textures. Advantage is taken of unusual stitch possibilities and stitch combinations in a large group com-

posed of highly individual pull-overs and bulky coat sweaters.

In addition to fancy jacquards, novelty zig-zags and halt-cardigans, there are many fisherman knits echoing original Aran Island patterns.

No color is a single standout, but olive green, orange and the blues are making a very significant showing. Many colors appear in the form of a plain or textured stripe or jacquard design against white. One particularly unusual number combines pale and navy blue forming a raised vertical rib on a white background. There are additional color combinations without the use of white and also a wide choice of solids offered.

In this group as in all others, neckline treatments and collars vary. Standard styles which have nearly become classics are high and standard V, boat, crew, square and shawl—both with and without a button detail. There are also collared V-necks, and turtle necks many of which are made convertible through the incorporation of a zipper.

An interesting treatment for
(Continued on Page 55)

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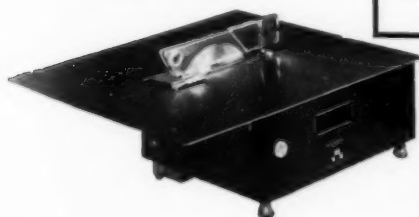
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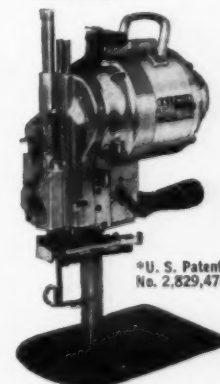
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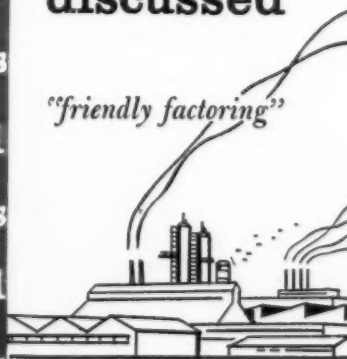
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bottom borders which is employed quite frequently is a continuation of the textured design found in the body of the sweater. There are, though, many ribbed borders as well.

A second group consists of brushed argyles and jacquards in very soft and beautiful color combinations. Pale and soft greens, grays, beiges and browns receive attention here in muted designs. Composed of lambs' wool, mohair, and Orlon, these sweaters also come in pullover and coat styles having a variety of neckline treatments.

Mohair blends constitute a third large grouping. These also have a brushed or shaggy texture which Bamberger-Reinthal expects to be very big this year. The mohair blends are in solids some of which incorporate a stripe detail in a contrasting color or colors. This stripe in itself can be composed of narrow stripes or a jacquard design. One unusual solid dark gray mohair blend features a thick green wool twisted trim detail on slanted hip pockets and along the V-neck.

Here again a variety of neck-line treatments is evident.

Brushed random yarns softly blend contrasting colors as well as tones of a particular color. These yarns are lamb's wool blends combined with Orlon fibers.

Bulky Shetlands composed of 75 per cent Shetland wool and 25 per cent Orlon are the final portion of men's sweaters. Here solids are prevalent but random yarns are also included. Striped trims constitute the only design detail.

In boys' sizes come identical sweaters fitting into each fabric, color and style group of the men's line. Also from each group there are sweaters available in women's sizes for his and hers sets that remain a continually popular novelty feature of this company.

Ban-Lon Sweater Shirts

Coming in a wide array of solid colors is a group of long-sleeved, full-fashioned sweater-shirts for men knitted of Ban-Lon. These have plain or fancy front (ribbed stitches or lacy openwork), fashion collar and three-button placket. On some collars, a contrasting color stripe detail is featured.

(Continued on Page 59)

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Approximately 40 women's styles are offered by Bamberger-Reinthal. There are cardigans and pullovers, flat, fine gauge and bulky knits, brushed and unbrushed surfaces and classics and novelties. All sweaters, be they angora blends, wool blends or 100 per cent wool or Orlon, coordinate with skirts and slacks which come in a wide variety of solids, stripes, plaids and novelty designs. A girls' line is also offered containing sweaters similar to the ladies'.

Two angora blends are offered — one containing 50 per cent of the total, and the other 20 per cent. All sweaters are full-fashioned dressmakers and classics. Here novelty treatments are found in unusual collars, necklines, designs formed through stitch contrast and button, tie or bow trims.

Incorporating a textured stitch within a solid background, a row of three bows on each side of a cardigan front forms a beautiful detail. Three-quarter sleeves and small fashion collar are additional style details.

Contrasting stitch details are also found in knitted-in bibs, collars and textured neckline trims.

In addition to angora blends there are shaggy brushed Orlon sweaters in novelty styles, Ban-Lon classics and novelties and novelty interlock Orlon dressmakers.

Stone & Cohen
Novelty Styles

Stone and Cohen, Inc., selling agent for Frisch Knitting Mills, Abenat Knitting Mills, Winona Knitting Mills and College Knitting Mills, has highlighted several items in each line that will be of primary importance during the forthcoming season.

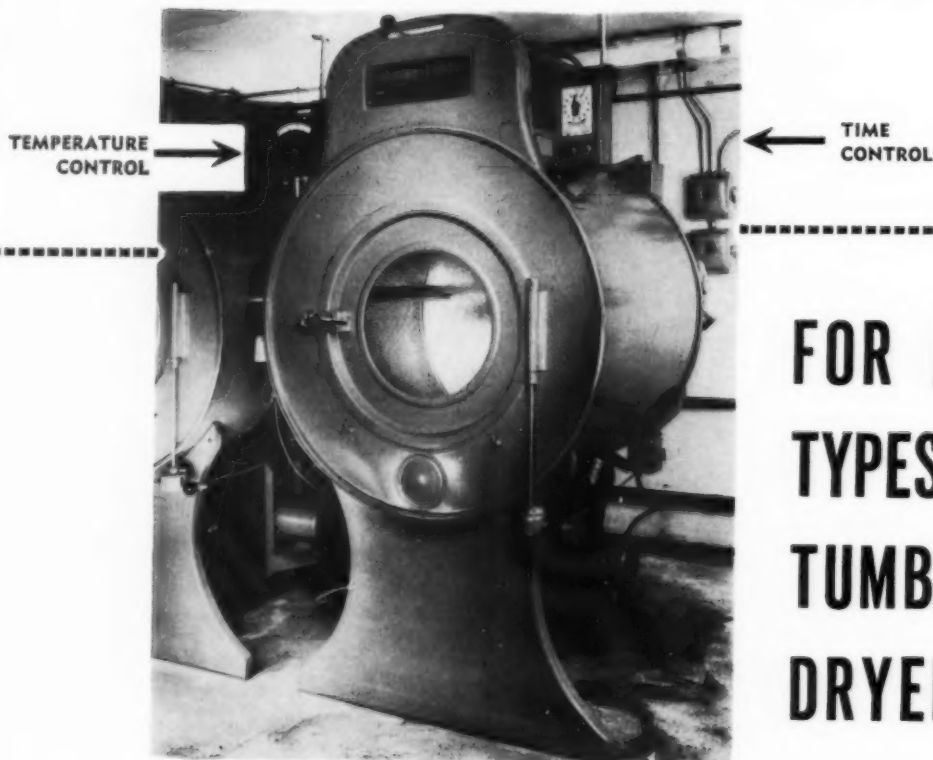
Significant are tapestry and jacquard surfaces for women, fine gauge knit dresses, Orlon bulky cardigans, pullovers, and buttonless jackets. For men, brushed and unbrushed solids and jacquards in a variety of fiber offerings and Orlon blend coat sweaters with rib knit 100 per cent wool trims are highlights of the line.

The featured items of Frisch Knitting Mills are their Raschel line of multi-color all wool tap-

(Continued on Page 61)

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estries and three color block patterned jacquard cardigans constructed of wool and mohair yarns. Both of these sweater groups are available in several style varieties and in many different color choices.

Orlon bulky cardigans knitted in novelty stitches to create interesting surface textures come with a variety of collar and neckline treatments.

Meeting with good reception also are pullovers having large turtlenecks and cowl collars. Cardigans come with club, wing collars or stand up collars.

Very new and unusual are fine-gauge, two-piece knit dresses of 100 per cent zephyr. These consist of straight permanently pleated skirts and matchmaker novelty tops. There are several styles of tops among which the featured ones are a long-sleeved pullover with a club collar atop a seven-button open placket and another club collared pullover with a textured stitch collar.

Abenat Knitting Mills of Brooklyn is featuring Orlon bulgies in a variety of cable stitch interpretations among other novelty patterns. One particularly interesting design has diagonal

cables forming diamond shapes against a horizontal rib.

In addition to cardigans, there are also Chanel-type jackets and pullovers having interesting surfaces and spread and club collars or jewel necks.

Men's knitwear is represented by Winona Knitting Mills and College Knitting Mills. Winona is featuring fiber blends of 75 per cent lamb's wool and 25 per cent Orlon and 20 per cent cashmere and 80 per cent lamb's wool, as well as all wool sweaters in brushed and unbrushed surfaces.

Sweaters are either plain or patterned in novelty jacquards. Several necklines and collars are offered including the high V, crew and boatneck. In the aforementioned yarns, full zipper or button front coat sweaters are available.

Featured in the College Knitting Mill line are high pile coats of 65 per cent Orlon acrylic and 35 per cent cotton. Trims down cardigan fronts or on sides, collars and some sleeves are knitted of 100 per cent wool. There is one hooded model (the hood knitted of wool in a coarse rib) using a zipper closure.

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Mill News**A. R. Teper Joins
Glen Raven Mills**

Arthur R. Teper has joined Glen Raven Mills as sales manager and merchandising head of the knit goods division. Teper replaces Victor Goldberg, who had resigned.

Before joining Glen Raven, Mr. Teper was with Beauknit Mills for 23 years, most recently as sales manager of their circular knit rayon and plastic coated fabrics division.

**Bruce Norton Heads
Jantzen Southern Unit**

PORTLAND, Ore. — Bruce Norton has been named manager of Jantzen Southern, manufacturing subsidiary of Jantzen, Inc., at Seneca, S. C.

Mr. Norton has been acting manager of Jantzen Southern since June, 1960, and, before that, was assistant to its manager, Con Malmgren. He has been with Jantzen since 1955. Mr. Malmgren was recently named eastern production manager of Jantzen, with headquarters at Philadelphia.

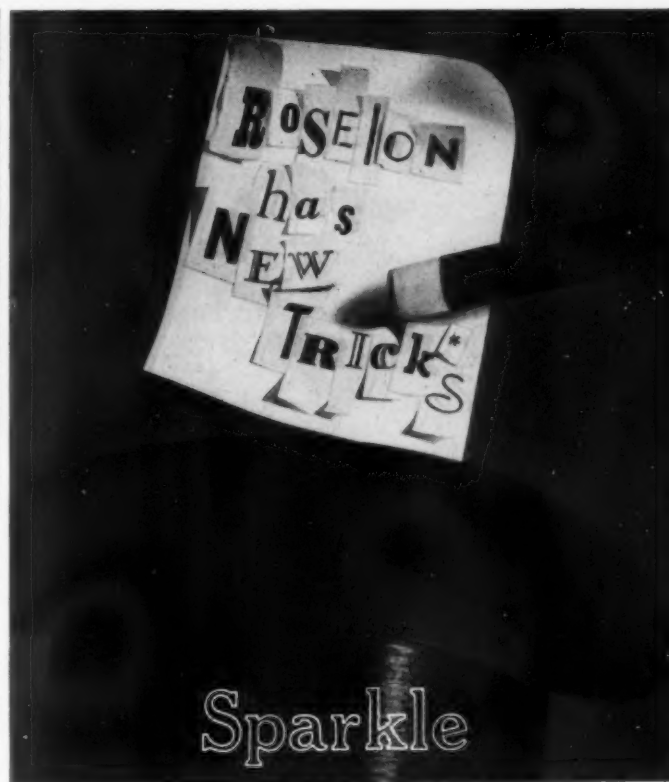


ARTHUR R. TEPER

**Cheney To Head Quality
Control In Phila. Plant**

PORTLAND, Ore. — Don Kennedy, vice-president and assistant general manager of Jantzen Inc., announced that Ralph Cheney will fill a newly created post of office and shipping manager of the firm's plant in Philadelphia. He also will be in charge of quality control. Cheney has been Jantzen's shipping department manager for Vancouver and Portland.

(Continued on Page 65)



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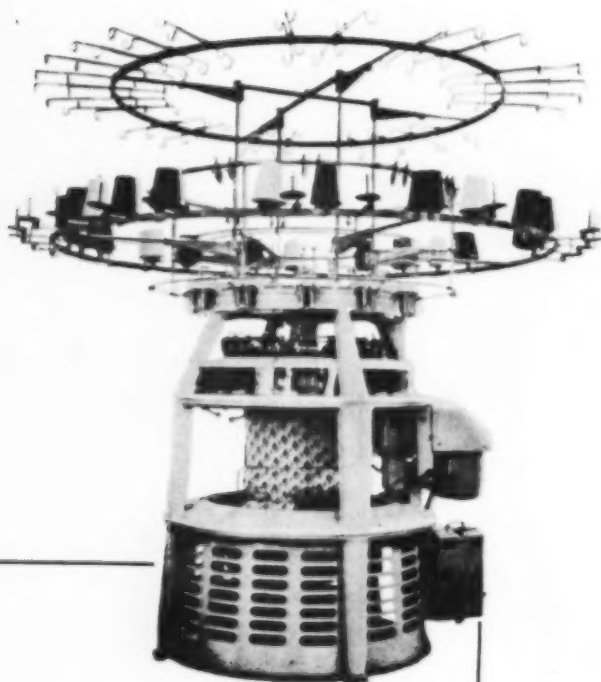
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The new assignment, Kennedy said, is the result of rapidly increasing sun clothes sales and is in accord with Jantzen's continuous program of specialization for all departments.

Gordon MacMillan, who has been manager of the order department in Portland, will take over the post vacated by Mr. Cheney.

* * *

PORTLAND, Ore. — As a part of plans for an expanded ski sweater line for 1961, Jantzen Inc., has appointed O-U Sports Inc. of Seattle, Washington, as a nationwide sales representative to ski specialty shops.

Besides calling on prestige ski shops through its national sales force, the Seattle company will show Jantzen ski sweater lines for men, women and children at ski industry trade shows in principal cities. O-U Sports is headed by two famous personalities of the ski world, Scott Osborn and Olaf Ulland.

Don Kennedy, Jantzen vice-president and assistant general manager, announced also that Jantzen and the Sportscaster Co. of Seattle, outerwear manufacturer, will coordinate colors for

Jantzen ski sweaters and Sportscaster ski jackets in their respective winter 1961 lines

Kennedy said Don Gordon will head the distribution of the Jantzen ski line and will coordinate all style selections.

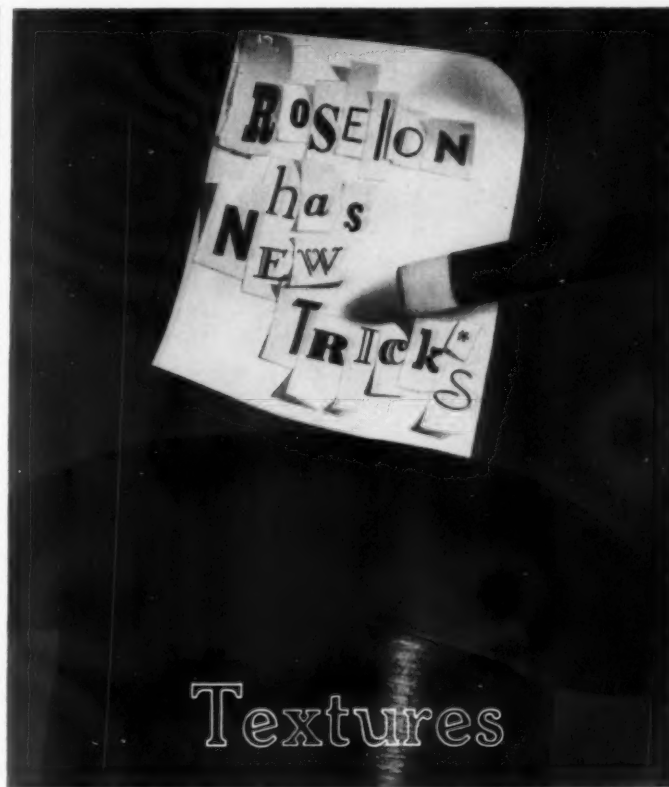
Bill Lampert Associated With Herman Heller Dept.

Bill Lampert, who formerly headed J. William Lampert Company, mill representatives, has joined the Herman Heller Department of Flagg-Utica Corporation. Mr. Lampert received his early training in knitwear sales with Herman Heller.

He is leaving shortly on a road trip with a line of men's novelty sweaters and boys' and girls' gym wear.

Name Glen Sales Co. To Represent Novelty

PHILADELPHIA, Pa. — Novelty Knitting Mills has appointed Glen Sales Co., New York City, as its sales agent to the wholesale trade, Jack Soowal, general manager of the men's and boys' sweater manufacturing firm, here, announced. David Gerson is head of the sales agency.



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Mill News

I. A. Wyner Names New Head Designer

Pola Stout has joined I. A. Wyner & Co., Inc., as head designer. Wyner, an affiliate of Ames Textile Corporation, is a major manufacturer of knitted yardgoods. Mrs. Stout has been a designer since 1934.

I. A. Wyner, president of the 45-year-old knitted jersey firm which produces the famous Sag-No-Mor and Wyner cloth, said the appointment of the new head designer is in keeping with the company's plan to expand its operation and at the same time effect close tie-in promotions with top manufacturers and leading retailers.

Mr. Wyner also made known that the organization has moved to larger quarters at 112 West 34th St. which is also the New York headquarters of Ames Textile. Wyner had been located at 1441 Broadway.

Mrs. Stout was associated with J. P. Stevens in 1958 and 1959. For a ten-year period prior to that she operated her own mill. She has also worked



POLA STOUT

with textile mills in Scotland and England.

Barry Ward Appointed Rowley Production Head

LEICESTER, England — Barry J. Ward has been appointed production director of R. Rowley & Co., Ltd., knitwear manufacturers. Mr. Ward recently headed the fabric development department at Malden Mills, Malden, Mass., and prior to that was connected with the textile fibers department of the DuPont Company.

Our Fall 1961 Line of Men's and Boys' SWEATERS

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Mill News**White Stag Names
Region Sales Heads**

PORTLAND, Ore. — White Stag Manufacturing Company will add three regional sales managers, John V. Marshall, vice-president for women's division sales, announced.

White Stag set up its first regional sales office last fall in Chicago, to cover the Midwest region. George Mastrogany, who has been White Stag's sales representative in Chicago for more than a decade, was made regional sales manager.

The new regional sales office for the Eastern region will have its headquarters in New York City. Lou Gale, sales representative for the New York area for the past ten years, will become regional sales manager.

Calvin Kreiner will become sales manager for the Southeastern region, with headquarters in Atlanta. He has been White Stag sales representative in upper New York state.

Sales manager for the southwestern region, with headquarters in Los Angeles, will be H.

Brill Herkenham, who has been sales representative there for over twelve years and prior to that advertising manager for the company with headquarters in Portland.

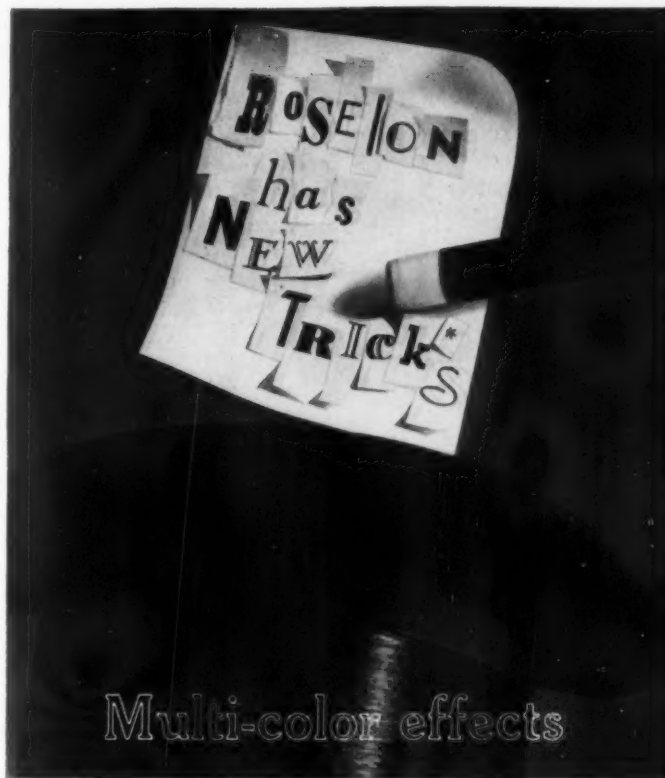
These changes will take effect on March 1. The Pacific Northwest area will not have a regional sales manager, since it will be supervised directly by Mr. Marshall out of the home office of the company here.

Mr. Marshall also announced that ten new sales representatives are to be added to the White Stag organization, as a part of its overall sales expansion program.

**Wexler Knitting Mills
To Show Line In N. Y.**

PHILADELPHIA, Pa. — Wexler Knitting Mills will show its fall line of sweaters for men and boys in New York at the Hotel New Yorker, January 22-26.

This year the company will show one of its most extensive lines to date. Sol and Arthur Wexler, members of the firm, will be on hand at the Hotel New Yorker to work with the trade, it was announced.



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Men's Wear

Survey Discloses Kind Of Salesmen Store Buyers Prefer To Work With

A recent survey of men's and boys' apparel retailers shows that most of them want to see traveling salesmen, depend on them for trade information and advice on styling trends, and would use the same selling techniques if they were salesmen.

These and other conclusions were derived from a survey conducted among more than 2,000 members of the National Association of Men's and Boys' Apparel Clubs (NAMBAC), plus apparel manufacturers and retailers. Personal interviews were conducted among department store buyers and small and large retailers of men's and boys' apparel in 11 cities.

Whether a retailer wants to see a salesman and whether the salesman lands an order depends primarily on the line he carries, his personality, when he sells it, and his knowledge of his line, the survey showed. A few retailers also said they were an-

noyed by salesmen who didn't wear hats, while others complained of salesmen who smoked in their stores. Retailers were generally agreed that the best time of day to call is in the morning, by appointment.

They said "overselling" was the most annoying trait of salesmen, yet, most said they would do nothing different if they themselves were selling. Retailers reported considerable variation in the number of salesmen they see in an average week "during the selling season." Small retailers see the fewest, with an average of seven weekly; large retailers, 12 per week; and department store buyers, 16 per week.

Retailers said they make good use of salesmen's calls, yet two-thirds say they could derive more benefit from salesmen's calls if they met by appointment, recognized the value of sales-

(Continued on Next Page)

METALLIC

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men's opinions on general trends, and were more courteous and allowed them time to show their lines.

Supplying trade and merchandise information is the most important service rendered by salesmen, retailers said. Next in importance, they said, are advice on advertising, help with inventory, help with displays, advice on merchandising, and meetings with sales personnel. Department store buyers seem to take fuller advantage of the salesman's services than do other retailers.

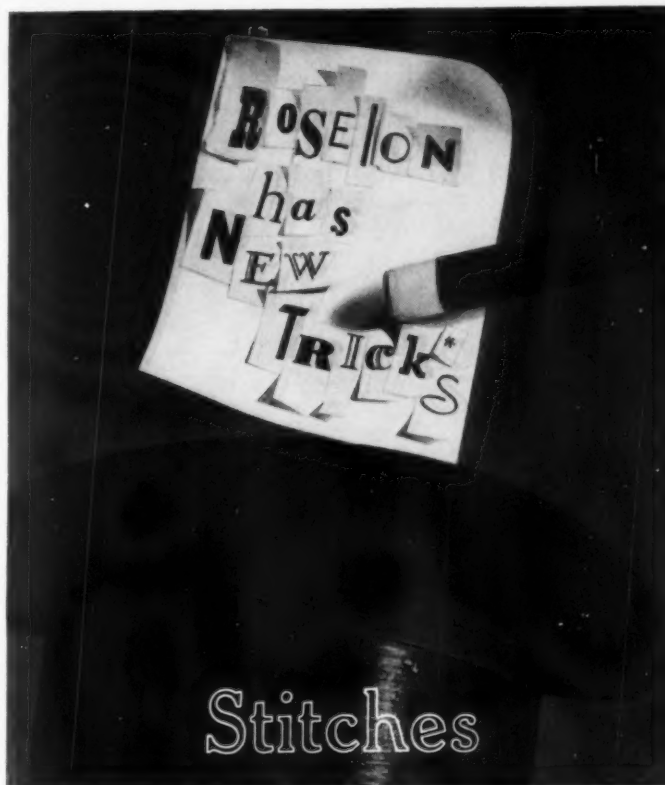
Apparel salesmen are viewed by retailers as friendly, businesslike, and successful. A majority of retailers thinks retailing carries more prestige than selling and that they have a harder time making a living.

Reasons for thinking their own lot harder vary. The small merchant stresses overhead and responsibility, but these were mentioned with much less frequency by large retailers and department store buyers. To them, the salesman's chief advantages are having to work fewer days and/or shorter hours, and in his freedom to go after business,

rather than passively to wait for customers. Another factor in making the salesman's lot easier, some retailers argued, is that they (retailers) make more discerning customers than do general consumers. "We know what we want," was a representative answer.

Retailers who say the salesman has the harder lot cite three factors: the hardships of travel, including being away from home frequently; higher salesman overhead and expenses; and the salesman's more intensive competition and lack of security. The first of these three reasons is assigned special importance by the small retailer.

Retailer estimates of gross and net incomes of apparel salesmen range widely and generally are higher than incomes reported by 2,000 NAMBAC members. Virtually no retailer estimated a net salesman income of \$5,000 or under, while NAMBAC statistics show a steadily worsening picture—for example, that 15 per cent of salesmen netted \$5,000 or under in 1959, compared with only seven per cent in 1955.



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Men's Wear

Knitted Shirts In Strong Demand At Wisconsin MAC Spring Market

By BENN OLLMANN

MILWAUKEE, Wis. — Reports on the Wisconsin MAC's Immediate, Spring and Father's Day merchandise show, January 8, 9 and 10 at the Schroeder Hotel were mixed. Traffic was good, although a number of spaces claimed ordering was somewhat below last year's spring show. A few regular exhibitors had to pass up this show because of overlapping trade exhibits in other midwest centers.

Dealers, though stating that they were optimistic over business prospects, appeared hesitant to make full commitments for their spring needs.

Knit shirts for spring deliveries were in strong demand. Boat neck and V-neck collar treatments proved very popular with dealers planning their spring promotions. Also in demand were lightweight cardigan sweaters for immediate delivery. Dealer reception of the numer-

ous swimwear offerings was gratifying.

Lou Metch, Milwaukee Knit Products, claimed that his display room traffic was "better than expected." Orders for the firm's exclusive line of playboy shirts, knit gauchos and swimwear were a little better than last year.

Smoke, natural and light green were most popular colors, according to Mr. Metch. Some demand was also noted for reds and blacks in knit shirt offerings.

Two, three and four button placket collar knit shirts with action sleeves were also good sellers. A moderate number of orders were placed for immediate delivery of lightweight shawl collar sweaters as well as hi-V and boat neck numbers.

Swimwear accounted for a good portion of his orders, said William I. Harris, Campus

(Continued on Next Page)

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Sweater & Sportswear Co. Demand was heaviest for Lastex numbers with top trim and knit bands on the side.

Boat necks and V-neck cotton knit shirts to retail at \$2.98 in green, gold and blue accounted for a major share of his spring orders, Mr. Harris stated. A fair quantity of lightweight sweaters were ordered for immediate shipment.

Lightweight cardigan sweaters for immediate shipments made up a fair share of the business written by Bert Flaherty, Catalina, Inc. "Most dealers seem to have underestimated their need for basic, lightweight cardigans in recent months," Flaherty said. "They were so enthused about the high style sweater numbers, they neglected their inventory of staple merchandise. As a result, they now find themselves short of basic numbers and they are trying to rebuild their stocks in a hurry."

Top items in the Catalina line of knit shirts for spring were three-quarter sleeve boat necks in stripes and Ban-Lon and cotton blends. Coordinated groupings for summer beach wear

stressing the British look also moved well.

Stan Larsen, Jantzen, Inc., was very pleased with the market activity he encountered. "Our traffic was good," he claimed, "and we got excellent coverage of the territory at the show."

Buyers checking his line, according to Mr. Larsen, displayed keen interest in the high style items. A definite demand existed for lamb's wool, lightweight cardigans for current selling. Orders were placed for knit swim suits in mid-lengths.

Dave Barris, Rugby Knitting Mills, was pleased with the results he racked up. "I opened several new good accounts at this show," said Mr. Barris.

Terry knit boat neck shirts featuring three-quarter sleeves, shawl and V-neck shirts in the Rugby line met with strong favor. Also good were knitted brief swim trunks as well as the longer ones.

According to Salo Feuer, Puritan Sportswear Corporation, the MAC show traffic was down from the previous year.

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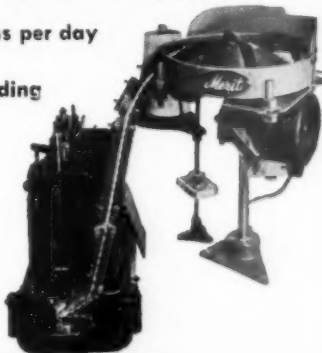
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BIRNBAUM BROS.

Women's & Misses'**Portland Market
Wobbly; Salesmen
Struggle Valiantly**

By VIRGINIA CORNING

PORTLAND, Ore. — Sales representatives of knitwear firms in this locality are expecting a big increase in orders this month, despite the fact that ordering was down at the Early Spring Market of the United Apparel Clubs of Oregon.

Drenching rain kept buyers away. Those who did come were buying conservatively.

The recent slow-down in this area is generally considered temporary. The opening of many retail units in new shopping centers in the Portland area is regarded as hard on the small independent merchants who usually buy in the Early Spring Market.

Some lines, however, reported fairly good business. Some salesmen said their business this fall

had been sustained by "beating the bushes."

In colors, the high spring shades were in evidence. The purple family a rage during the past season, is continuing into spring in its lighter lilac shades. It is regarded as certain to carry through for at least another season.

Fur blend sweaters and knit dresses were selling well.

Machine-washable knit coats did well for Holiday Garment Co. of Tacoma, Washington—a division of Foster-Hochberg of Seattle. These full-length and topper-length coats are 100 per cent Orlon, laminated to Scotch Foam, and Chromspun-lined. They retail from \$19 in the short length, on up to \$30 for the longer coats. They come in fashion pastels in various stylings. Sizes are 8 to 18, and 7 to 15 junior, and the response has been highly pleasing.

Dale Wagner, Foster-Hochberg representative, had a number of other successful knitted items in his line, which included the Sailmates and Pam Foster labels. The latter is a name in

(Continued on Next Page)

PHILLIPS KNITTING MILLS

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KMRA SHOW — ROOMS 873-5

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the company's junior and junior teens division.

Cotton knit separates were popular — including patterned and plain matchmates in a combination. In one attractive group, the floral pattern is in a flat knit, and the matching separates in the solid color are in a slightly textured fabric.

Top shades have been green — a soft spring shade — and helio. New notes in the tops include the pointed or V-shaped tail, both front and back.

Pullover-style Scandia knits were also moving. These have shallow scoop necks and all-over Scandinavian-type designs in several colors with white trim.

Knit dresses in one-piece styles were selling better than the two-piece combinations, according to George Koretz, representative of Colbrook Knitting Mills. His line included flat knits in both one- and two-piece styles, and response has been excellent. He reported the "dress look" coming back strong. Narrow, vertical ombre stripes have been selling.

Fur blends were still a big item in this line. Angoras in muted tones and pastels have

been good. Sales of Orlon, Mr. Koretz reported, were declining.

The leading colors were soft lilac, canary yellow, and off-white.

Children's knitwear representatives said spring lines and spring business were marking time. Buying was expected to open up with the January market.

Citrus colors—orange, lemon and lime—were prominent. Cantaloupe—found also in women's sportswear—was popular for girls' cotton knits in styles by the Glengyle Knitting Mills, shown by Bill and Rynetta Reekie.

The ducktail, or pointed shirt tail for knit shirts, appeared to be making a good impression.

Boys' swimwear, in sizes 2 to 20, make up part of the line of I. Jablow & Co., carried by Carl and Gloria Hunziker. Mr. Hunziker found that the John L. trunks were popular for boys and accounted for as much as 35 per cent of the market. They come in a combination of acetate, cotton and rubber. Narrow horizontal stripes are preferred to checks, and form-fit styles are coming up in favor.

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Children's Wear

Fashion Invades Sizes 2 Through 4 At Eastern Show

BOSTON, Mass.—Bulkies in both cotton and Orlon, offered in numerous new styles and new tones, attracted much interest at the Eastern Travelers spring showing of infants' and children's wear at the Statler from January 1-5. More fashioning appears to be invading the selections for the very young even to the 2 to 4 sizes.

Bookings were steady and generous, particularly in the quality lines, and many representatives said that retailers had experienced some brisk business in the last two weeks of the year which enlivened an otherwise dull fourth quarter. Inventories are generally believed to be in a low state at retail levels and there were a number of new buyers around.

Spur Knitting Mills, after considerable success last season with its Orlon cardigans and pullovers in the older sizes, has

dropped this line down to the 2 to 3 X brackets. These sweaters are knit like shakers with the sleeves looped on and have a hand-made appearance. These come in solids of popcorn, oatmeal, navy, red, white, oxford and hunter green.

For spring, this firm has added a line of bulkies in Orlon Sayelle. These are made up in classic styles and in a cobble stitch fabric of red or white.

A. B. Conant, Jr., New England representative of Spur, said the firm was constantly bringing out new ideas in appliques and embroidery decoration for infants' wear, for which the company is noted.

Ted Curtin, of Knitown Togs, said that cotton bulkies are a big thing just now. One selection in this group, offered in cardigans of white, lavender and butterball with seven matching buttons, has a body fabric of rows of bulky rick-racking alternating with finer gauge knitting in panels extending horizontally. The bulky rick-racking also runs down the top of the three-quarter sleeves.

For 3 to 6 X and 7 to 14
(Continued on Next Page)

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sizes, Knitown has a new "bongo" collar sweater. This is a round close fitting collar with about an inch turn-down and a sizeable button in front, and knit in a herringbone pattern. The body of the sweater is white and is trimmed with horizontal stripes made up of fine dots of either lettuce or cantaloupe shades set in a diamond pattern.

In Orlon, Knitown employs a new knit fabric for a brushed sweater which consists of a kind of vertical hyphenated stitch, set in panels with a single row separation. These sweaters have wide fashioned collars and push-up sleeves. Another Orlon cardigan, offered in white is made up of bulky wide gauge mesh set vertically in one inch panels with a single row separation. This style is trimmed with six pearl buttons, has a Peter Pan collar and short sleeves with an inch and one-half cuff.

New shades in novel arrangements have been used for a spring selection of Orlon sweaters by Pickwick Knitting Mills. A new clam shell tone cardigan, trimmed with five stamped metal buttons and two tones of brown,

was popular here. One inch of dark brown, edged with coffee and clam shades, decorates the button-band and is repeated on two low-set pockets. This style was also offered in combinations of blue, green, gold and red.

Another color arrangement was an all-over pattern of small figure eights worked in white on a sea foam green. This sweater had a zippered front and a V yoke two inches wide, edged with black and white. This also came with the figure 8 fleck of white on gold or red backgrounds.

For sizes 4 to 12, Pickwick has adapted a style popular with adult golfers. This is a V neck with two inset pockets trimmed with five stamped metallic buttons, and edging in contrasting colors on the button band and on the top of the pockets, and also on the cuffs. The body of the sweater is made up of vertical panels, two inches wide, with bulky rick-racking alternating with finer gauge knit. Color combinations are: blue with white; sea foam green with gold; gold with white; oxford with red and also red with white.



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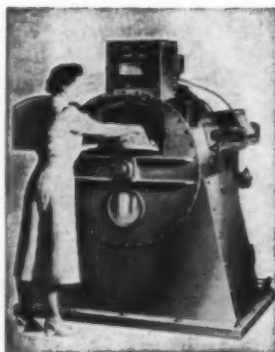
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Obituaries

Harry Myer, 66; Was Founder Of M&M

PHILADELPHIA, Pa. — Funeral services were held January 16 for Harry Myer, president and founder of M & M Knitting Mills, Inc., swim suit manufacturers. He was 66.

Mr. Myer, who founded the ladies' and girls' swimwear manufacturing firm more than 30 years ago, had a long and distinguished career as a leader of the industry, here.

Surviving are his widow, Pearl; two sons, William and Stanley, also of M & M; a brother, Louis, and four sisters, Mrs. Sarah Leff, Mrs. Sadie Kanefsky, Mrs. Rebecca Gliper, and Mrs. Minnie Dvorkin.

Mrs. Sarah Liebster, 89; Mother Of M&M Head

PHILADELPHIA, Pa. — Mrs. Sarah Liebster, mother of Abe H. Liebster, of M & M Knitting Mills, and widow of Michael Liebster, died January 15 at 89.

Besides Abe Liebster, her survivors are two sisters, Mrs.

Eva Bernstein and Lillian Valencourt, three grandchildren and seven great grandchildren.

Nathan I. Kaminow, 61; Novelty Yarn Maker

Nathan I. Kaminow, 61, senior partner in Kaminow Brothers, novelty yarn manufacturers in the Bronx, died January 13 of a heart attack.

Surviving are his widow, Martha; two sons, George and Edward; a daughter, Mrs. Sheila Carmine; five brothers, and six grandchildren.

Mrs. Sarah Davis, 65; Wife of Davis Yarn Head

Services were held January 16 for Mrs. Sarah Davis, wife of Charles Davis, Davis Yarn Co. She died suddenly at 65.

Other survivors include her sons Al and Norman and four grandchildren.

Imports

FTC Hits Misrepresenting

WASHINGTON, D.C.—The Federal Trade Commission announced approval of a consent order prohibiting three affiliated

(Continued on Next Page)

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New York City importers of ladies' wearing apparel from misrepresenting that foreign made products are domestic.

The order is against Mademoiselle Blouse, Ltd., Marlene Blouse Corp., and Aclaw Corp., 141 W. 36th St., and their officials, Charles and Samuel Meltzer.

Adoption Of Decision

This action represents the Commission's adoption of an initial decision by Hearing Examiner Robert L. Piper based on an order agreed to both by the respondents and FTC's Bureau of Litigation.

In a complaint filed last July 15, the FTC alleged that the concerns did not disclose in any way the Japanese origin of their head warmers. This tends to mislead members of the purchasing public into believing the products are domestic.

Fabrics

Aladdin Knit Mills, Inc., Now Selling Fabrics

The newly-formed Aladdin Knit Mills, Inc., is now selling worsted and mercerized cotton double knits and cotton and

synthetic fabrics, according to Alan Goldberg, president.

Mr. Goldberg, with offices at 1412 Broadway, was formerly with Lawford Fabrics. Nat Gropper, formerly with G & G Knitted Fabrics Co., Inc., is vice president of the new firm.

Economic Index

Nov. Sweater Shipments Down 1% From Oct. '60

Shipments of women's, misses' and juniors' sweaters declined one per cent from October to November of last year, according to the Census Bureau.

The November shipments, 815,000 dozen, as compared to 825,000 dozen in October, were six per cent higher than the 766,000 dozen of November of 1959.

NKOA Banquet Planners Hold 1st Meeting Jan. 25

The first meeting of the banquet committee for the 43rd annual dinner of the National Knitted Outerwear Association will be held 12:15 P.M. January 25 at the Vanderbilt Hotel.

Morris J. Solomon and Ben Wilson are co-chairmen.

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AATT

Fiber Technology Discussed Feb. 8 At 1st Conference

The challenge of modern fiber technology will be the theme of the first annual conference of the American Association for Textile Technology February 8 at the Hotel Commodore, New York City.

The first panel, on retailing, will be moderated by E. Freedman, Macy's Bureau of Standards. P. J. Flynn, director of laboratories, J. C. Penney Company, will be the speaker.

The panelists will be:

Dr. Dorothy S. Lyle, director of consumer relations, National Institute of Drycleaning; Margaret Ingersoll, editor, Vogue Magazine; William Burston, manager, merchandising division, National Retail Merchants Association; Genevieve Smith, manager, New York Laboratory, Sears, Roebuck & Co., and Laurence T. Gerrity, general merchandising manager, Celandine Fibers Company.

End products manufacture will be discussed at a panel moderated by Dr. George Wham, research director, Van Heusen Products Co. William Doniger, president, McGregor-Doniger, Inc., will be the speaker.

The panelists will be:

Lester Schwartz, vice president and director of merchandising, Bobbie Brooks, Inc.; Dr. Stephen J. Kennedy, research director for textiles, clothing and footwear, QM Corps Research & Development Command; Walter Guinan, president, Karastan Rug Mills, Inc.; Edward Fricker, director of purchasing, Kroehler Co., Inc.; Gerald Lake, director of new products development, Burlington Industries, Inc., and Henry E. Froehling, director of marketing, Textile Division, Du Pont Company.

A banquet luncheon will be addressed by J. M. Cheatham, president, American Cotton Manufacturers Institute.

In the afternoon, a converter panel will be addressed by Abbott Copeland, vice president, United Merchants and Manufacturers.

(Continued on Next Page)

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facturers, Inc., and moderated by Arthur Spiro, vice president, Waumbec Mills, Inc.

The panelists will be:

Walter Ross, president, Rosewood Fabrics; Milton Stern, vice president, Titus, Blatter & Company; David Travis, president, Travis Fabrics, Inc.; Fred Fortess, manager, dye & finish labs, Celanese Fibers Co.; and Stanley H. Rose, manager, merchandising, American Viscose Corp.

A mill operations panel will be moderated by Stanley Backer, assistant professor of mechanical engineering, Massachusetts Institute of Technology, and addressed by Robert M. Cushman, executive vice president, Amerotron Company.

The panelists will be:

George Asnip, president, worsted manufacturing division, Deering-Milliken Co., Inc.; G. M. Shipman, manager, technical department, synthetics division, J. P. Stevens & Co., Inc.; Max Thal, president, Alamac Knitting Mills, Inc.; Michael Strub, Jr., manager, technical department, Duplan Company; Joseph C. Haufe, manager, non-woven fabrics division, Wellington Sears, Inc.; and Amos Griffin,

director of merchandising, textile division, Eastman Chemical Products Co., Inc.

William E. Clark, vice president and general manager, textile division, United States Rubber Company, will summarize

Registration fee for the conference and luncheon is \$15. Information and reservations may be obtained from C. J. Waitkus, Box 158-E, F. Drew & Co., Boonton, N. J.

Financial

OK Chemstrand Sale To Monsanto Chemical

PHILADELPHIA, Pa., January 16, 1961 — Stockholders of American Viscose Corporation approved the proposed sale of the company's 50 per cent equity in The Chemstrand Corporation to Monsanto Chemical Company. In St. Louis, Monsanto shareowners also approved.

Chemstrand now becomes a wholly owned subsidiary of Monsanto.

Formed as a joint venture in 1949 by Monsanto and Viscose, Chemstrand is the nation's second largest producer of nylon and acrylic fibers.

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Globe does package dyeing on tubes, skein and warp dyeing, warp bleaching and sizing.

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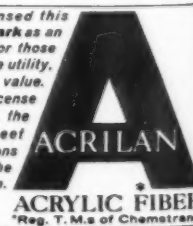
You can do it! Knit in the greige with Acrilan and piece-dye on demand. Your inventory is flexible.

When you knit in the greige with Acrilan you're using the proven, wanted fiber. This is the fiber sweater knitters found to be a *selling* success with retailers and consumers. A sweater

made with 100% virgin Acrilan acrylic fiber is machine-washable and machine- or line-dryable. It keeps its luxurious hand and attractive shape. It's moth and mildew-resistant and non-allergenic, and it carries the big red "A"-Acrilan trademark which 9 out of 10 people know, want and respect.

In short: Acrilan is a sweater-maker's dream. For further information call Jerry Edelman, OX 5-5100, The Chemstrand Corporation.

Chemstrand has licensed this "A"-Acrilan trademark as an ingredient trademark for those fabrications that provide utility, styling and consumer value. In order to obtain a license to use this trademark, the fabrications must meet certain rigid specifications as established by The Chemstrand Corporation.



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Chemstrand makes only the fiber; America's finest mills and manufacturers do the rest.

Textured Filament Yarns

Getting Best Knitting Results With Agilon D Nylon Yarn

A COMPREHENSIVE report has just been issued by British Nylon Spinners on methods recommended to yield the best results in nylon outerwear knitted with Agilon D yarns, a continuous filament yarn having substantially the same amount of bulk as normal Agilon. However, bulk in Agilon is developed mainly in the fabric; in Agilon D, it is largely present in the yarn and fully developed during wet finishing. Agilon D fabrics knitted from either dyed or gray yarn have a full handle, good surface texture and good recovery after stretching; stitch clarity in ribbed and patterned designs, it is said, is very satisfactory.

Knitting Technique

The knitting technique differs only slightly from that required for other bulked nylon yarns, but close cooperation between the knitter and the finisher is nevertheless strongly recommended.

Agilon D fabrics knitted on multi-feed machines under controlled conditions are notably level after dyeing. The explanation lies partly in the uniform heat treatment given during yarn manufacture, partly in the achievement of equal relaxation in individual yarn ends. Dyed yarns are also satisfactorily level and show normally no appreciable stripiness in plain fabric.

The yarn is suitable for knitted fabrics and garments made on circular, flat-bed and full-fashioned machines. It can be used in either single or plied form, or in multiple numbers of ends per feed. It is supplied ready oiled and can be knitted satisfactorily direct from the package without special preparation. During withdrawal from the supply package the yarn is relatively straight, not bulky. Fabrics can be produced with these two distinct characteristics:

- A soft, lofty handle with a full appearance; suitable for general knitwear.
- A firmer but still soft handle and silk-like appearance; more suited to dresswear and lightweight cardigans.

Fabric properties depending on the stitch shape can be closely controlled by choosing the correct knitting and finishing conditions.

To obtain a bulk and fullness similar to that of high-grade

staple, the settings in the table shown elsewhere on this page should be used as a guide. The firmer silk-like handle can be obtained by knitting about 15-20 per cent tighter than the settings given.

The bulk and handle of Agilon D fabrics can only be fully developed at finishing if the fabric is knitted more slackly than would be advisable with yarns made from conventional fibers. Stitch density off the machine will increase by about 30 per cent during finishing. The dimensions to which the fabric is knitted should, therefore, allow for a decrease of about 35 per cent in the length (about 30 per cent

in the case of dyed yarn) and an increase of about five per cent in the width. It is quite possible that different dyes will give slightly different dimensional results—an added reason for close cooperation between knitter and finisher. Basically, however, dyed and gray yarns call for identical knitting techniques.

To achieve an undistorted loop structure in the final fabric, and to reduce knitting faults, the yarn should be knitted at the lowest tension which allows full control. Yarn contact points should, therefore, be kept to a minimum. Under these conditions, Agilon D will be found to give exceptionally few knitting faults.

The weft knitting machines on which Agilon D has so far been proved are shown in the table. Yarn deniers suitable for

various machine gauges are given, together with the recommended fabric quality in stretched courses per inch in the gray state. The figures are approximate, but close cooperation with the finisher will ensure reproducible results and give the quality required.

These settings give a full and soft handle (suitable for general knitwear). On fine gauge rib, interlock and straight bar machines, increasing the stretched courses per inch by 15-20 per cent yields a silk-like fabric.

On rib transfer machines, doubled yarn has proved advisable for the rib structure; indeed an increase of 150 per cent in the yarn denier (as compared with the yarn denier of the rest of the garment) be found not too much.

For full-fashioned garments, knitting the rib ends two gauges finer than the actual garment greatly improves appearance.

Pointers For Trouble-Free Knitting

The number of guides between supply package and knitting elements should be reduced to an absolute minimum. Where possible, ceramic materials should be used for these guides; all guide eyes must be free from cracks or other roughness.

The knitting elements must be in good condition to avoid filamentation. On latch needle machines, needles with cracked shanks and badly fitted latches should be replaced; worn and cut sinkers should also be replaced. On full-fashioned frames, sinkers and dividers should be free in the tricks; worn sinkers can cause lines in the fabric.

Take-up rollers should be smooth, clean and undamaged.

The yarn and fabric must be under positive control during knitting. Yarn tension measured on entry to the feed should not exceed five grams, whatever the yarn denier. Fabric take-up tension should be as light as practical.

The quality setting should ensure a long stitch to allow for closing up during finishing.

Should dropped stitches occur during knitting on circular (Continued on Page 83)

Recommended Gauge, Denier and Stretched

COURSES PER INCH

Machine	Gauge	Yarn denier	Courses/inch (stretched)
1 x 1 Rib Circular and Flat-bed	3½	1,000	4½
	5	800	6
	7	550	10
	10	420	15
	12	280	18
	14	210	20
	16	170	22
	18	140	23
Interlock	12 x 12	200	11
	14 x 14	150	12
	16 x 16	120	14
	18 x 18	120	16
	20 x 20	100	18
	22 x 22	70	20
	24 x 24	70	22
Plain Jersey	12	400	11
	14	320	12
	16	270	14
	18	220	16
	20	180	18
Straight bar	18	500	13
	21	400	13
	27	280	15
	33	240	15

* The figures apply equally to grey fabric and fabric knitted from dyed yarns. The best method of counting is: hold the fabric folded along the wale (lengthwise) between the first finger and thumb of each hand and stretch fully; then count the number of loops along the edge.

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. . . Now makes it practical to produce racked materials in half or full cardigans or transfer garments with racked stitches on the same machine!

The Leighton Machine Co. has produced True Circular Three Needle Rack Machines for the past thirty years and now avails either Racked Cardigans or Transfer Garments with countless stitch combinations in three colors on this same machine.

This unique needle control allows knit, tuck, or transfer either set of transfer needles at any time.

When purchasing new equipment for versatility—don't overlook this new Leighton Transfer Rack Machine

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MANCHESTER, NEW HAMPSHIRE

MADE IN U.S.A. LARGELY BY MACHINE

Illustration shows three needle rack, 3 cut made on transfer machine.

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MACHINES
UP TO 14 CUT**

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knitting machines it is advisable to crimp the needles—by bending the shank slightly—in order to apply more tension when the needle moves within the tricks. (If bulked yarn is knitted slackly it offers little resistance on the needle during knitting.) When the needle rises to the dwell position after leaving the stitch cam the needles can jump if loose in the trick. The consequence is that loops may slide under the latches, causing dropped stitches.

Differences in individual feed settings, particularly when knitting plain structures (e.g. plain interlock), can cause stripes; care should be taken to prevent this defect and, if it does occur, to avoid confusing it with faults due to variation in yarn processing. Whenever possible, an instrument should be used to determine the amount of yarn knitted at each feed; this will determine the correct value, either of the length of yarn consumed in a given time, or of the speed at which the yarn feeds into the machine during the knitting process.

Garments knitted on full-fashioned machines which only have sinker movements tend to be less prone to wale stripes than garments knitted on sinker and divider machines. The jack spring cam can be advanced so that the pressure is completely off, as the sinkers and dividers then kink the yarn around the needle for the loops. The cam locking set-screws should be restored and advanced slightly to obtain the correct timing required by individual machines.

When Agilon D yarn packages are changed on full-fashioned machines, it is always advisable to do so before starting up a new panel or sleeve. This not only saves production time (as, on changing one cone, the whole machine has to be stopped) but also eliminates a knot which could show up in the garment if not carefully tied. (The yarn residue on the cone can easily be rewound and used up with the other Agilon D ends on a machine where ribs and trimmings are knitted.)

Knots must be tied without pulling the yarn ends unduly in an effort to reduce the knot size and thus over-stretching the yarn. If Agilon D yarn is over-stretched, the bulking potential

is reduced, giving a different stitch formation which appears as a yarn fault in the finished garment.

It is recommended that a multiple number of ends be used on the full-fashioned machine, rather than one single end of plied yarn which may show differences in the fabric if the yarn has been knotted during cone winding. The use of several yarn ends evens out any yarn tension differences within or between packages. Separate tensioners of the fiddle type are recommended.

It is usual to close the shoulders, sleeves and side seams of fine gauge garments before bulking, setting and (when applicable) dyeing. With coarse gauge hand flat garments, blanks and sleeves may be left separate and forwarded together to the finisher.

Colored yarns for looping and sewing piece-dyed garments can best be obtained by knitting panels on a single feed machine and having them bulked and dyed with the garments to the same shade. The yarn is then unraveled and used for making up. Agilon D or any other bulked nylon yarns will be found suitable.

Fabric And Garment Finishing

As with many bulked yarns, most of the filament crimp is temporarily removed by tension during winding and knitting. Although much of the bulk is subsequently recovered on contraction of the yarn in the fabric, a finishing treatment is necessary to develop it fully.

The finishing procedure outlined below is relatively simple, takes little time, and does not require special machinery. It is important to note, however, that variations in finishing techniques can produce different results on the same fabric.

To avoid snagging, any surfaces with which the fabric comes into contact should be smooth. The same general precautions taken when handling other nylon fabrics should be observed.

The first finishing operation is a bulking treatment. This is necessary to develop the full characteristics of the fabric; it is convenient to scour the fabric at the same time. To ensure adequate bulking the fabric must

receive continuous agitation in equipment such as paddle, rotary drum or winch machines.

When winch machines are used for circular knitted fabric there is always some lengthwise tension in the fabric. This limitation on shrinkage prevents the fullest development of bulking, but can be useful for fabrics with rib structures. For maximum bulking it is preferable to bulk circular knitted fabric in paddle or rotary drum machines, where it is free to relax.

Garment blanks should also be bulked in either rotary drum or paddle machines; this will ensure a soft, full handle and attractive appearance. Overloading may cause uneven bulking and creasing.

Fabric and garments processed should be loosely packed in close mesh bags to prevent snagging. Freedom of movement in the liquor is essential to achieve uniform and adequate bulking.

The bath is prepared with the detergent, and the fabric put into the cold bath. The temperature is then slowly raised to 40°-45°C (104°-113°F) over a period of 15 minutes. The fabric is then rinsed, first in warm water and then in cold, hydro-extracted and dried. Drying should be done with as little tension in the fabric as possible; brattice or loop driers are satisfactory. Garments are normally dried in a tumble drier in which temperature need not exceed 60°C (140°F).

More severe scouring treatment has been completed; the temperature should not exceed 60°C (140°F).

All fabrics and garments made from Agilon D should be set, preferably by steam in an autoclave. Setting increases the resistance of fabrics to creasing during subsequent wet processing; it also gives improved stability, recovery from stretch and distortion, and ensures a satisfactory finish.

Circular knitted fabrics are set either batched on a roller or plaited on a tray. It is generally advisable beforehand to subject the fabric to a gentle steaming to remove dry creases; it may be convenient to do so while batching on a light calendar. Steam setting pressures of 25-27 lbs. per sq. inch are satisfactory; it is important to observe uniform conditions. Steam autoclaves

fitted with vacuum devices are advantageous. The duration of treatment depends on the amount of fabric being set but should be regulated to ensure thorough and uniform penetration by the steam. To avoid setting lap creases in plaited fabric, the number of layers must be restricted according to the weight and construction of the fabric.

Garments also may require steaming or steam pressing to remove creases before pressure steam setting. A pressing treatment, however, may be undesirable for garments made from heavy denier yarn and for fancy patterned effects. During setting, it is suggested that the crease-free garments are laid flat on trays in the autoclave, and stacked one on top of the other. The number of garments that can be stacked together will depend on their weight and construction, but may be of the order 6-12 for the lighter deniers and 3-6 for the heavier deniers.

After setting, the fabric may be re-scoured if necessary. The choice of detergent and scouring conditions will depend on the nature and degree of soiling. The set fabric is then bleached or dyed by the conventional methods for nylon. After dyeing, the temperature of the dye bath should be gradually reduced by the slow addition of cold water to avoid shock cooling and to maintain risk of creasing. The final application of a softening agent gives slight lubrication to the yarn and contributes to a soft, attractive handle.

Fabric and garments are finally dried as already described. Where applicable, a light calendaring or pressing treatment can also be given.

Dyeing Agilon Yarn

Full bulk, loftiness, softness of handle and good recovery in fabric knitted from dyed Agilon D yarn depend on the yarn having been wet processed in a relaxed state with some mechanical agitation. This is best achieved by scouring, dyeing and softening the yarn in hank form in a rotary hosiery dyeing machine. Hanks scoured and dyed in Obermaier type machines in the develop satisfactory bulk; the deficiency may not be observable in the yarn but will be ulti-

(Continued on Page 85)

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mately revealed in poor fabric recovery. Scour-relaxing the hanks in a rotary machine and then dyeing them in an Obermaier type machine yields better bulk, but is still not so good as the method described below.

Depending upon the winding equipment available, hanks of Agilon D yarn up to one pound in weight may be prepared. A 48-inch circumference wrap reel has been found suitable for 10-ounce hanks, and a 54-inch reel for one pound hanks. The hanks are laced loosely in six places. Up to 50 percent shrinkage in length, with a corresponding increase in bulk, occurs during scour-relaxing and dyeing; the lacings must, therefore, be loose enough to allow for this considerable bulking and all-important movement. If the yarn is constructed it will develop and dye unevenly.

The hanks are placed in mesh bags. Although it is possible to process two 10-ounce hanks in a bag measuring 18 x 24 inches, there is the danger of yarn entanglement during the final tumble drying, and only one hank per bag is recommended.

The hanks in their closed bags are placed in the compartments of a rotary drum dyeing machine. Some freedom of movement such as that given by a liquor-goods ratio of about 30:1 is advisable.

For example, five pounds of yarn packed in each compartment of a four-compartment 60-gallon machine has been found satisfactory. Dissolved detergent is added to the bath at room temperature, which is raised to 60°C (140°F) over 15 minutes, and there maintained for a further 15 minutes, with continuous rotation. A suitable scouring liquor contains ½-1 pound of a non-ionic detergent and ½ pound soda ash per 100 gallons.

After scouring, the hanks are rinsed thoroughly, first in warm and then in cold water.

After rinsing the hanks are dyed in the same machine. The selection of dyes and dyeing method will depend on the shade required, on later fabric finishing treatments (for instance, pressure steam setting), and on fastness to end-use conditions. Disperse dyes, particularly in medium or heavy shades, are not completely satisfactory, and it is recommended that faster dyes of

the acid, metal complex, reactive or chrome classes be used. Recent advances using dyebath additives afford further means of obtaining fast level shades on filament nylon.

Thorough rinsing should follow dyeing. The yarn is then treated for 15-20 minutes in a solution or dispersion of a suitable softening and lubricating agent, which assists during backwinding and subsequent knitting operations.

Hydro-extraction follows softening with no intermediate rinsing. The yarn may be finally dried on brattice driers, in ovens or in tumble drying machines. In tumble drying it is especially important to avoid yarn entanglement, and the rule of one hank per bag should be observed.

Contraction in the fabric restores most of the bulk lost from dyed Agilon D yarn during backwinding and knitting, but a finishing treatment is still necessary for full development.

Scour bulking at 40°-45°C (104°-113°F) or dry tumbling at 80°-85°C (176°-185°F) for 30 minutes will complete the bulking, and develop a full, soft handle. The finishing can then be completed by a mild steam pressing.

To obtain the best recovery from stretch, and springy handle, it is however recommended that garments are subjected after bulking to a pressure steam setting treatment. It is important that the dyed shades are fast to the pressure steam treatment.

Fabricating Suggestions

Agilon D garments may be manufactured full-fashioned, or from cut parts or stitch-shaped blanks. Whatever the method, attention to the following points will obviate difficulties:

1. Avoid snagging by using tables, boxes, clips, staples and machine parts which are entirely free from roughness such as splinters and burrs.

2. Whether using shears, band knives or circular or straight knife cutters, make sure that cutting edges are sharp and that cutting speeds are moderate. Blunt knives, excessive speeds and undue pressure between knife edges and fabric can all lead to fusing.

3. The stretch and recovery properties of Agilon D fabrics vary with the construction of the

fabric, the yarn tensions used in knitting and the type and efficacy of fabric finishing. Fabrics, other than in full-fashioned garments, should be bulked, set and dyed before final garment assembly; makers-up should, therefore, check samples of each finished fabric in order to determine recovery from hand stretching, and shrinkage (if any) from steam pressing, before proceeding to cut garment blanks on a production scale. Trials have shown that this precaution can ensure finished garment size tolerances of ± 5 percent in width and $\pm 2\frac{1}{2}$ percent in length.

4. Use sewing thread tensions as light as is consistent with good stitch formation and adequate seam holding. To this end, bursts of high-speed sewing must be avoided and the thread tensions carefully adjusted and maintained. Fabrics must not be stretched: if stretched during sewing they may not recover to their original length and may give unsightly corrugated seams. A differential feed mechanism is helpful.

5. Fine cloth pointed needles should be used to reduce needle damage to a minimum. Needle "points" should be regularly checked and if damaged replaced.

6. Most of the seaming in garment assembly (excluding full-fashioned garments) can be done effectively on the three thread overlock machine. It has been found that spun nylon thread in the needle and the knitting yarn (from short ends or seconds) in the loopers give well covered seams of excellent performance. To prevent the upper looper thread from being split by the needle it should be passed over a felt pad coated with paraffin wax and located at the first thread guide.

7. Sewing threads and trimmings such as buttons, buckles and slide fasteners should be in colors which are fast to washing.

8. Flat pressing on frames, steam injection on forms or hand-pressing with steam irons can be used as appropriate. Experiments have shown that pressing at medium temperatures suits Agilon D garments best.

For garments from cut parts, circular knit or flat knit fabric can be laid to a depth of about six inches for band knife cutting

and about three inches for straight or circular band knife cutting. The lays may be held with clips or skewers; care must be taken to avoid fabric stretching.

Overlocked seams give the desired appearance and seam extensibility. The risk of stretched seams is reduced by differential feed machines, in which the differential feed mechanism and the thread tensions are adjusted by the sewing mechanic with each change in fabric quality.

The use of a 130/3 spun nylon thread in a number 11 needle and the knitting yarn in the loopers, with a stitch rating of 16 to 19 per inch has been found satisfactory. Heavy fabrics may need a coarser needle and thread (14 needle and 75/3 spun nylon), with 14-16 stitches per inch, and light fabrics a finer needle and thread (10 needle and 140/2 spun nylon) with 20 stitches per inch. In all cases the needle should be cloth pointed and free from imperfections.

The ends of all overlock chains should be well fastened back into the seams to avoid breakdown when the garment is subsequently stretched.

Where ribbed fabric is prepared separately for neck, sleeve or waist bands it should be dyed with the body fabric to ensure a perfect color match. These garment parts should be attached to the body fabric by three-thread overlocking as above. If a ribbed welt is not used, the lower edge of the body fabric may be turned back and simultaneously blind stitched and overlocked to form a welt.

A nylon tape in the shoulder seams will prevent stretching. If preferred, it may be applied across the back neck; otherwise the back neck seam can be closed with a flat lockstitch machine.

In buttoned garments all button holes must be strengthened with gimp, or by reinforcing the strapping on both button and button hole stands with a firm nylon ribbon or a strip of woven nylon fabric. Gimped button holes should be finished off with a small fishtail or bar-tacked to prevent the holes from spreading in use. Either chainstitch or lockstitch button hole machines may be used, making normal straight double-barred button

(Continued on Page 92)

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Knitting Principles

Fundamentals Of Warp Knit Engineering—Part 8

By A. REISFELD
Director, Research and Development
Gehring Textiles, Inc.

THIS article continues the discussion of the various yarn variables influencing the construction of warp knitted fabrics. The attention in this part is directed to friction. Friction is a crucial factor in all phases of warp knitting. Lack of understanding of basic frictional phenomena and their influence on warping and knitting has been a source of many difficulties. (53)

Friction may be defined as the force of resistance generated when one object slides or tends to slide over the surface of another. In the case of textiles, friction applies to resistance developed by yarn sliding over another yarn (when fabric is knitted or stretched) or over a metallic or ceramic body (needle, guide, eyelets). Friction also manifests itself in resistance experienced when one fabric is moved over another, e.g. dress being taken over a slip.

For a simple case of friction, the resistance is proportional to the pressure between the surfaces in contact and the nature or condition of the sliding surfaces. This relationship is expressed by the well-known formula $F = f \times N$, where F is the resistance, f the coefficient of friction and N the perpendicular pressure between the surfaces in contact. (54) Friction influences the following aspects of the knitting process and fabric.

1. **Warping**—Yarn tension is proportional to amount of friction generated by the tensioning devices on the creel. Unless the tension of individual ends is carefully set and maintained, non-uniform warp and hence streaky fabric will ensue. Unthrown yarns are particularly susceptible to the effect of friction which tends to disturb the filament bundle.

2. **Knitting**—Friction of warp ends in contact with various guiding bars, rods, points, etc. of the knitting machine may lead to excessive built up of tension and cause frequent thread breakages. This phenomenon will be considered later on. Undue friction will accelerate the wear of knitting elements, tension bars, etc.

The frictional forces developed during the loop forming

cycle, in particular on knock-over stroke, may affect the runners and hence tightness of knitting. A change in lubricant content of the yarn will influence its coefficient of friction and is thus likely to cause change in runner length.

3. **Fabric**—The friction existing between the loop members will determine to a large extent the elastic, run-resist and tactile properties of the fabric. Let us first consider the mechanism of stretching a knit fabric. As the latter is stretched, say, in width, the yarn contained in loops is transferred from vertical to horizontal direction to relieve the strain imposed by the action of stretching. The yarn movement in the loops caused by its transfer from one direction to the other, forces the threads to slide over each other. The facility of the loop members to transfer their yarn from one direction to another is described as loop mobility.

A smooth, low friction yarn will not restrain the loop mobility and enable easy expansion and recovery of the fabric. Conversely, materials endowed with high coefficient of friction will constrain the loops to a point where a considerable force will be necessary to stretch the fabric.

The same holds true for run resistance. Single bar constructions knit with continuous filament yarns are rarely free from

serious run hazards. Yet, made with spun yarns, which by the virtue of their hairy surface and higher coefficient of friction, restrict the loop mobility, such constructions are entirely practical. A broken end or pinhole will not be able to propagate itself into a run the way it would happen with filament yarn. Coefficient of friction has an established influence on the fabric hand. The subject is, however, too involved to allow its discussion within the scope of this article. (56)

There are two principal types of friction, viz. static and kinetic. (55) Static friction occurs between two bodies previously at rest and just commencing to slide over each other. A typical example of static friction is the resistance generated in yarn guides, bars, eyelets, etc. on starting of the warper or tricot machine. This type of friction is almost entirely independent of the yarn speed. Kinetic friction exists between two bodies in the course of sliding over each other. Any movement of yarn through the guides, points, around the needles or across the threads, involves kinetic friction. The latter depends to a considerable extent on the yarn speed. The coefficient of kinetic friction increases with the yarn speed. Thus, coefficient of 15 denier nylon passing through chromium plated guides has a value of 0.35 at 300 ft. per minute, 0.39 at 500 ft. per minute and 0.43 at 800 ft. per minute. This accounts for the higher yarn tension attending increased warping speed. Static friction is generally greater than kinetic. Thus, coefficient of static friction for rayon yarn

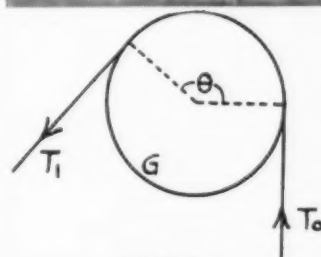


FIGURE 4

sliding over rayon is 0.35, while kinetic—0.26. For nylon yarn these coefficients are 0.47 and 40, respectively. The higher static coefficient implies greater strain on the yarn at the instance of switching the warping or knitting machine on. Indeed, many breakages occur or are initiated on activation of the equipment. The coefficient of friction and hence the frictional resistance of yarn sliding over or through a guide depends on the following factors:

1. **Surface smoothness**—Contrary to the general assumption, a smooth finish guide surface produces higher coefficient values than mat, particularly in conjunction with unthrown synthetics or cellulose. The smooth filaments of these materials when passing over a polished surface stick to it to produce a large area of contact and correspondingly large frictional drag. However, on a mat surface which under a microscope appears like hills and valleys, the filaments slide over the tops of the "hills" formed by the treatment of the guide surface, effectively reducing the area of contact.

2. **Yarn twist**—The greater the tpi the lower the coefficient of friction. The presence of twist reduces the area of contact between the yarn strand and guide surface, resulting in smaller frictional drag. The low value of tpi used in warp knitting coupled with application of mat finish on tension devices makes the twist content a rather insignificant factor in the overall friction.

3. **Yarn lubricants**—The presence of oil, wax, size or other agents reduces the coefficient of friction. (Continued on Page 94)

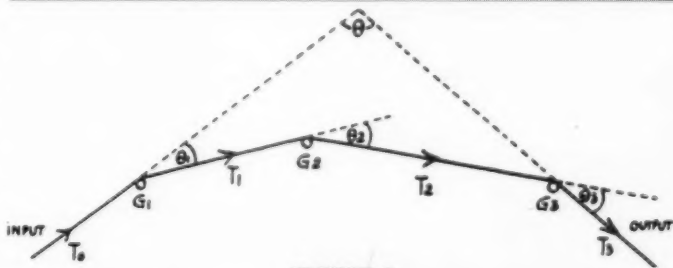


FIGURE 5

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KNITTING PATENTS

ELECTRONIC CONTROL CIRCUITS FOR KNITTING MACHINES PATENTED—New electronic control circuits for knitting machines invented by John T. McKibbin of Philadelphia, and Walter Larkin of Norristown, Pa., have been granted U.S. Patent No. 2,966,783, which the inventors have assigned to Singer-Fidelity, Inc., Philadelphia, Pa.

The new controls are for use on a circular knitting machine in which the prime mover for the machine is an electric motor. The machine includes a pattern drum and a pattern chain for governing predetermined operations of the machine, an electrical speed control circuit for and including the motor.

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variations in the operation of the machine as prescribed by the pattern drum.

Means for relatively adjusting the unit include a cam follower and a cam carried by the pattern drum and engageable with the cam follower, a second and independent control unit for the circuit, and means for selectively and individually connecting the control units in the circuit.

Switch Set-up

Separate switches are responsive to movements of the drum and chain for actuating the connecting means to selectively and individually connect the units of the circuit.

The saturable core device has at least one winding connected in series with the variable control units to constitute a safety device to prevent peak overloads, and reduce the operating speed of the electric motor upon failure of components in the control circuit associated with the potentiometers.

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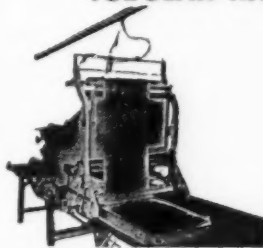
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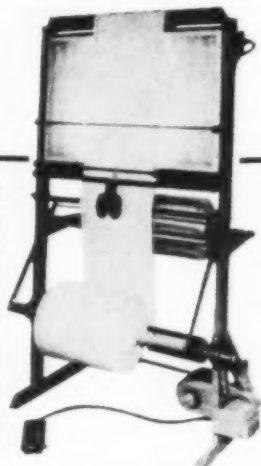
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**Knitting With
Agilon D Yarns**

(Continued from Page 85)

holes. With lockstitch machines a 130/3 spun nylon thread works satisfactorily; but with chainstitch machines a 60/3 soft cotton thread may be found easier to work, particularly with fine, closely set fabrics. With fine gauge fabrics it may be desirable to cover the milling on the work clamps to prevent fabric damage; cellulose adhesive tape has been found effective and easy to remove when not required.

With garments made from stitch-shaped blanks, knitted blanks (complete with selvages and knitted-in ribbed welts) may be laid singly and cut with shears, or in shallow lays (preferably not more than about six blanks) and cut on straight knife machines for the shaping of the neck openings, arm-holes, etc. Avoid deep lays and use sharp cutting edges. Always avoid stretching the fabric blanks.

Garment assembly is done effectively on the three-thread overlock machine, with the pos-

sible use of the flat lockstitch machine for closing the back neck only. Suitable threads, needle sizes and stitch ratings are as stated for making-up from cut blanks. Previous advice on taping shoulder seams, reinforcing button and button hole stands and on making button holes also applies to this type of garment production.

For full-fashioned garments, shaped garment parts can be assembled either by looping, by looping and cup seaming or by cup seaming as required. For looping, a three-fold 100 denier continuous filament nylon thread, specially sized for linking (available from most throwsters) is quite satisfactory. Otherwise, yarn from short ends or seconds may be used. For cup seaming, a soft cotton thread varying from 50s to 80s c.c according to fabric weight may be preferred.

The practice of closing the shoulders, sleeves and side seams before dyeing can be followed with Agilon D fabrics. Allowance must, of course, be made in the size of the knitted garment parts to offset fabric dimensional changes during finishing.

(Continued on Next Page)

Strictly

Stickley

Lord, Where There Is Hatred,
Let Us Sow Love:

Where There Is Doubt, Faith:

Where There Is Desire, Hope:

Where There Is Darkness,
Light:

And Where There Is Sadness,
Joy.

Oh, Heavenly Father, may we
not so much seek to be
consoled as to console:

To be understood as to
understand:

And to be loved as to love:

For it is in giving that we
receive:

It is in pardoning that we are
pardoned:

And it is in dying that we are
born to everlasting life.

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Garments requiring buttons and button holes, and in which the fronts are cut centrally, should have the ribbing (or turned-back nylon ribbon) attached to the cut edges by lockstitch followed by overlocking, and should finally be pressed into position by hand steam iron.

Equipment Firms

Yeager Gen. Sales Head Of Textile Machine Wks.

READING, Pa. — Promotion of Lester T. Yeager to general sales manager of Textile Machine Works has been announced by Hans. G. Fiedler, senior vice president.

Mr. Yeager's association with Textile dates back to 1928, when he was employed as a clerk in the engineering department. He advanced through the posts of needle sales correspondent to sales manager of the wire products division, and in turn to manager of that division.

He has been most active in needle and tricot knitting machine sales and is presently serving a second term as president

of the Knitting Machine Needle Manufacturers Association.

Dyeing

Master Dyers Association To Appeal Tax Decision

PHILADELPHIA, Pa. — Members of the Master Dyers' Association have voted unanimously in special session to appeal the recent decision of the State Board of Finance and Revenue making them liable for Pennsylvania's sales and use tax by denying them manufacturing status.

Lindsey Mason, of the Philadelphia Dye Works, president of the association, said the group feels it has a reasonable chance of winning

Hindle Elected Fellow Of Dyer & Colourists Society

Walter H. Hindle has been elected a Fellow of The Society of Dyers and Colourists of Bradford, England. This is an honor conferred by the Society for major contributions in the fields of dyeing and finishing technology.

Mr. Hindle is president of Walter H. Hindle, Inc., fiber development consultants, N. Y. C.

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Warp Knit Engineering

(Continued from Page 87)

cient of friction. A suitably chosen lubricant for the given fiber and guide surface may cut the coefficient into half its value or better. The usual amount of lubricant put on yarn by its producers is about 1/2-two per cent depending on the material. On the other hand, an unsuitable lubricant or an excessive amount of it deposited on the yarn will increase the coefficient of friction. The lubricant, although primarily intended to reduce the frictional drag of yarn sliding over the guide surfaces, performs several other important functions which are:

(A) Lessening of abrasion effects on guide surface. This is particularly important in case of tough synthetics like nylon and Dacron.

(B) Dissipation of static charges generated in the course of warping.

(C) Imparting better cohesion to the strand of filaments. This is particularly applicable to unthrown materials.

(D) Enhancing yarn pliability. As the yarn becomes softer and more pliable it offers less resistance to conversion into loops resulting in improved knitting performance.

4. Other factors—Other factors such as temperature, humidity, number of filaments, denier, etc. also affect the coefficient of friction. Yet, from warp knitter's point of view their importance may be dismissed as secondary.

As the yarn passes over a stationary, circular cross-section guide G, its tension increases approximately in accordance with the following formula:

$T_1 = T_0 \theta \mu$ where T_0 is the input tension, T_1 —the output tension after passing over the guides, μ —the coefficient of friction, θ —the angle of contact (in radians) established between the yarn and the guides. (58)

Assuming μ as having a constant value, for a known T_0 the output tension depends on the angle of contact θ .

Let us consider a case where the yarn passes over a number of polygonally arranged guides

G_1, G_2, G_3 , Fig. 5, like, e.g. on a tricot machine where the warp sheet comes in contact with various supporting bars or rods.

Tension: $T_1 = T_0 \theta \mu \theta_1$

$T_2 = T_1 \theta \mu \theta_2$

$T_3 = T_2 \theta \mu \theta_3$

Hence: $T_3 = T_0 \theta \mu (\theta_1 + \theta_2 + \theta_3)$

However, θ_1

$+ \theta_2 + \theta_3 = \theta$ which

is the total angle the yarn turned around the guides. Thus, the output tension depends on the total angle turned by the yarn regardless at how many points and at what angle it established contact with the guides.

For a non-polygonal arrangement (Figure 7), as found on snub type tension device, the total angle θ is computed as a sum of individual angles. To illustrate the point better, let us consider a simple example:

Assuming $\mu=0.5$,

angle $\theta_1 = 90^\circ = \pi/2$

Then, $T_1/T_0 = \theta \mu \theta_1 = 0.5 \times 1.57$

$= 2.71828^{0.78} = 2$ approx.

This means output tension is about double the input tension. Thus, if we started with an input tension of, say, 10 grams and passed the yarn round a guide for 90° , then the output tension would increase to $2 \times 10 = 20$ gram. Should we pass the yarn round another guide for 90° , the output tension would be boosted to $2 \times 20 = 40$ gram, and so on.

The above example should make the reader aware of the dangers involved in unnecessary wrapping of the yarn or warp sheet round guides, rods, bars, etc. Taking the warp sheet over guide rods or tubes may easily step up the tension to a point where excessive end breakages will occur.

Since the warp sheet should be maintained at the lowest tension consistent with good knitting efficiency, it would be safest to support or guide the yarn at as few points as practical. Also, the angle of contact at these points should be kept at minimum.

Before concluding the subject of friction, mention should be made of the role played by the relative movement of a surface and yarn passing over it. There are two principal cases to consider: (See Figure 6).

(A) The surface is stationary. (Continued on Next Page)

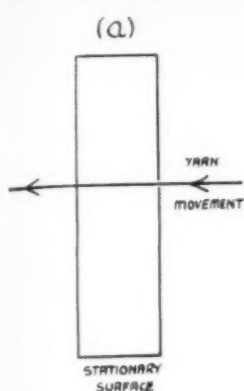


FIGURE 6

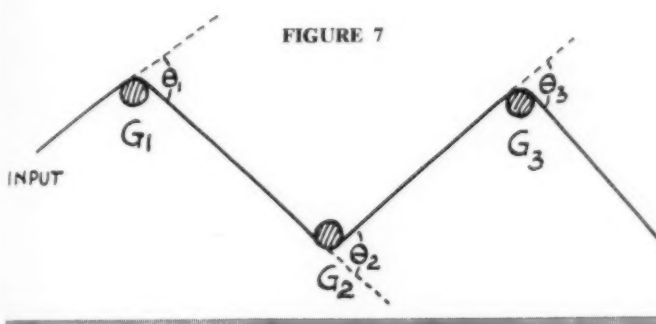
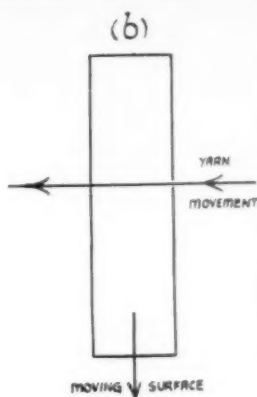


FIGURE 7

This is referred to as longitudinal friction.

(B) The surface is moving. This is referred to as transverse friction. To case (A) belong guide eyelets on the creel, tension posts and bars, "flutter" rods, etc. Here the guide surface remains fixed relative to the yarn path while the latter moves across it.

Case (B) is more complex as it frequently combines the longitudinal friction as well. For example, yarn wrapped around a needle is during the upward and downward stroke subject to transverse friction, while at the knock over stage the yarn movement in needle hook (due to yarn redistribution in new and old loops) is subject to longitudinal friction. Similar consideration applies to guide bar guides performing a compound shog and swing movement.

A simple illustration of transverse friction is provided by cap spinning where the yarn passes at right angle to the edge of rotating cap. Surfaces exposed to longitudinal friction should have a mat or satin like finish.⁽⁵⁹⁾

Parts exposed to transverse friction (e.g. needles and guides)

must have highly polished surface to eliminate all possible roughness. Should a mat finish be used instead of polish, its "hills and valleys" would act across the yarn bundle like an abrasive and damage it.

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Trade Events

177 Firms Sign For KAE Space

A total of 177 companies from the U.S. and abroad have now signed for display space at the 1961 Knitting Arts Exhibition, to be held April 24-28 in Atlantic City.

The National Association of Hosiery Manufacturers, National Knitted Outerwear Association and the Underwear Institute, the sponsors of the biennial show, declared that more firms than ever before are scheduled to participate in this year's KAE.

The participating firms will exhibit latest advances in knitting, sewing and fabricating machinery; new synthetic and natural fibers and yarns; textile chemicals; labor-saving mill equipment; point-of-sale packaging materials, and specialized services utilized by the knitting industry.

Approximately 15,000 representatives of the domestic and foreign knitting industries will view the displays.

The complete list of exhibitors

already signed is as follows:

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Bagphane Corp.; Joseph Bancroft & Sons Co.; Barber-Colman Co.; Bell Machine Co.; Eugen Bellman GmbH.; Bentley Knitting Machinery Organization, Inc.; Brant Yarns, Inc.

C.I.T. Corporation; Cannon Mills, Inc.; Carbert Mfg. Co., Inc.; Caron Spinning Co.; Carr Fastener Company, Div. United-Carr Fastener Corp.; Celanese Fibers Co.; Chemstrand Corp.; J. C. Cobert Associates; Cocker Machine & Foundry Co.; Collins and Aikman Corp.; Comer-Avondale Mills, Inc.; Cotton Yarns, Inc.; Courtaulds (Ala.), Inc.; H. E. Crawford Co., Inc.; Cross Cotton Mills Co.; Cum-

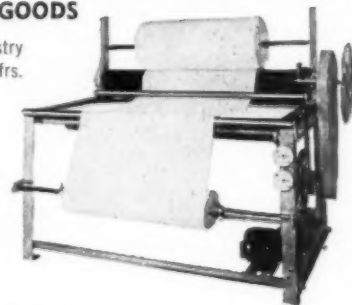
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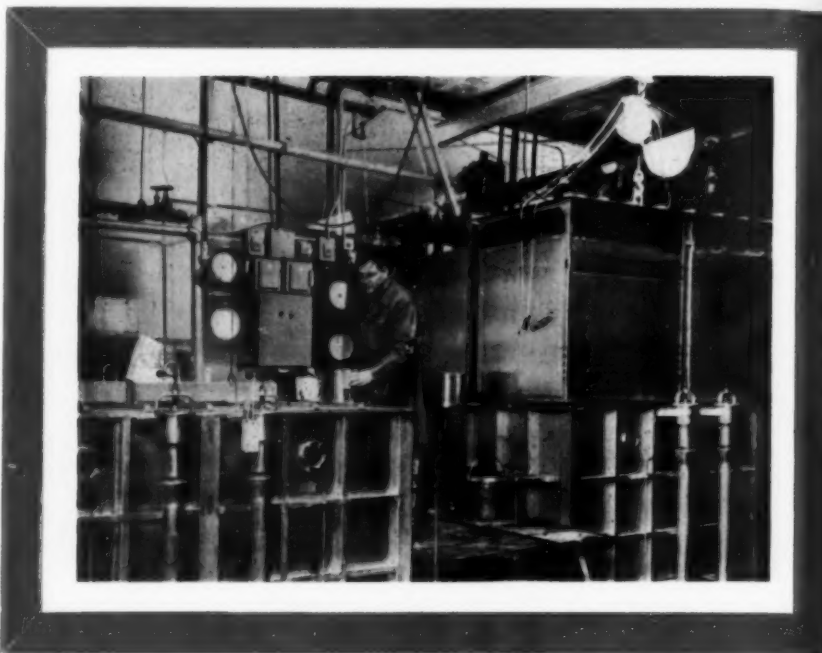
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Swimwear Magazine Published By NKOA

(Continued from Page 1)

suit terms presents easy-to-understand definitions of natural and synthetic fibers used in the manufacture of swimwear, and the various types of woven and knitted fabrics. Also defined are a number of basic swim suit construction terms.

One of the interesting features in the book is a four-page picture story tracing the manufacture of a knitted swim suit from the backwinding of the yarn through the various knitting, cutting and sewing and finishing operations.

INDUSTRY'S BOOK SHELF

COMPILATION OF ASTM STANDARDS ON TEXTILE MATERIALS — D-13 — 946 pages, hard cover, Price \$9.75.

The 1960 edition of the compilation of ASTM Standards on Textile Materials contains 139 standards of which 24 are new, revised, or have had their status recently changed.

Among the new standards are: Test for Neps in Wool Top; Test for Imperfection Count of Textile Yarns; Method of Testing Elastic Fabrics; and Test for Colorfastness to Commercial Laundering and to Domestic Washing of Tufted Rugs and Carpets.

Topics covered in the com-

pilation include: Wool Textiles; Man-Made Fiber Textiles; Glass Textiles; Cotton Textiles; Bast and Leaf Fiber Textiles and Kraft Yarns; Tire Cord; Carpets; Hosiery; and Nonwoven Fabrics. In addition the volume contains standards on: terms and definitions; conditioning; sampling; qualitative and quantitative analysis; and resistance to insects and microorganisms. Fibers, fabrics, yarns, threads and cordage are also covered. Fourteen appendices and additional related material are included in this volume.

Copies of this book may be obtained from ASTM Headquarters, 1916 Race St., Philadelphia 3, Pa.

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Swimwear

Knit Suits And Cotton Bulkies In Kaufman Line

MINNEAPOLIS, Minn. — Bright, modern colors are being featured in the new spring line of women's swim and casual wear of Kaufman Knitting Co. here, according to Ray Schaak, vice president in charge of sales.

The company's Nan Dorsey swimwear line of knitted Helanca and Orlon has been accepted readily by leading stores around the country, Schaak said. Popular colors have been turquoise, coral, cocoa, green and lavender. Traditional black, however, still holds a strong position. The swim suits have such special features as low backs and beautiful figured patterns woven into the knit.

Another top seller in the Nan Dorsey spring line is the washable Alamac-Permathal treated coordinates. The Capris, knee skimmer and Jamaicas with coordinating style tops are especially popular in helio, avocado, French blue, beige, canteloupe, carnation, black and white.

There also have been heavy bookings on cotton three-quarter length and short sleeve bulkies. These are popular in the same contemporary colors and retail at from \$8.95 to \$18.95. Knit T-shirts, also featured in the line, retail at from \$1.95 to \$5.95.

The \$3.98 bulkies are available in chenille style cardigans. Bulkies of Orlon Type 42 as well as Orlon Sayelle are selling well in light blue, yellow sun, white, lima, green, lilac and pink. Schaak pointed out. They retail at from \$5.95 to \$14.95. Short, medium and long jackets all are in demand, he declared.

Jantzen Shareholders Hear Good Report

PORTLAND, Ore. — Stockholders of Jantzen, Inc., attending their annual meeting at company offices here, heard optimistic reports from Paul DeKoning, president and general manager, and Kenneth C. Smith, vice-president and treasurer. C. R. Zehnbauer, E. C. Klindworth, Don Kennedy and Carl Jantzen

were re-elected as directors for a term of three years.

With regard to business in the current year, Mr. DeKoning said, "buying has returned to a more normal pattern, with buyers in a relatively cautious mood apparently due to the business cycle."

"The bookings we have the next 60 days will be the key to our sales results for the year," he added. "Most of our large stores book in this period."

"We feel the present recession is of a very temporary nature, and the wise store management will prepare their shelves for the continued prosperity ahead."

Mr. Smith said Jantzen continues to be in a strong financial position.

Working capital increased \$835,000, bringing the total to \$12,242,000, he reported.

Term indebtedness had been reduced to \$2,014,000. This stands at 11 per cent of total net assets.

"We feel that our financial position is such that we can continue to finance our growth without resorting to the sale of additional stock," Mr. Smith stated.

Mr. DeKoning's report pointed out that "during the past year we have been very active in strengthening the organization of our business. Many promotions and changes have been made to strengthen the general management of the business."

He cited an increase of better than 6½ million dollars over the previous year, though net earnings were approximately \$30,000 below the previous year. Many factors had contributed to this reduction, he said, but the largest single item was an increase in advertising expense, which is felt to be an investment toward future business.

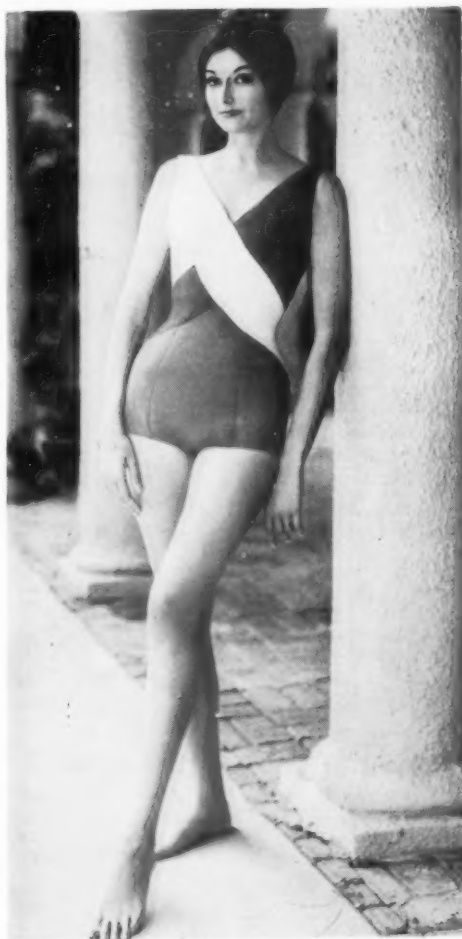
Among the accomplishments of the past year, he mentioned the completion of the plant expansion at Seneca, S. C., which was finished about December 1 and increases the floor space there by about one-third. Seneca, he said, has become a warehouse and shipping center for merchandise produced in that area, and there has been much need for this additional space.

Mr. DeKoning also described the addition to the administration building at Portland headquarters.

Swimwear**Peter Pan Imparts A European Flavor To Entire Line**

Gracefully tailored lines form a perfect background for a brilliantly colored, large, all-over floral print. This sheath, constructed of elasticized faille, has a plunging U-back which is closed by a zipper and detailed by a self-fabric bow.

Nylon taffeta printed in a colorful floral design is the fabric of a petit bikini with a very French flavor. Designed by Madame J. Oriano of Paris for Peter Pan this suit is detailed by a tiny ruffled flounce on both upper and lower half.



A crossover of colors creates beautiful lines and interesting combinations in a sleek Orlon knit maillot by Oleg Cassini.



Trim maillot lines are also available in conventional two-piece swim suits as here demonstrated in an Oleg Cassini design. Wide camisole straps and cut-out vestee styling mark the upper section of this Orlon knit which also has white piping defined by matching buttons.

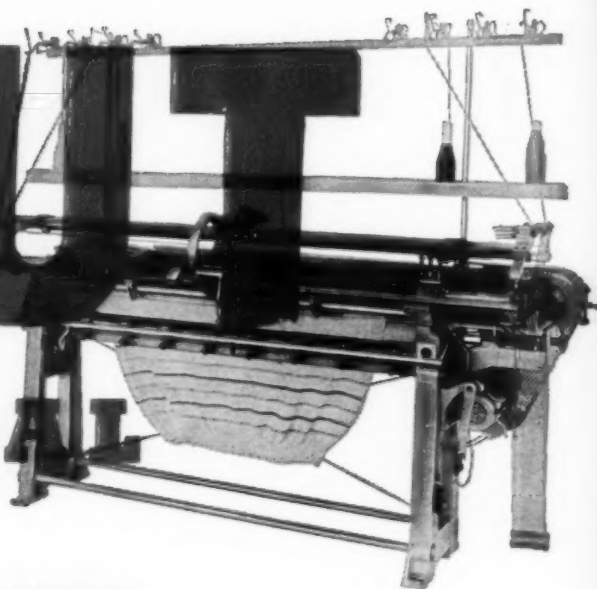
A sparkling white bib adorns the front of an Orlon knit sheath available in either black or navy blue. Designed by Oleg Cassini for Peter Pan Swimwear, this suit has tuck-away straps framing the sweetheart neckline and six perky buttons trimming the bib.



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District Associations



PHILADELPHIA, Pa. — Among those shown at the opening session of the new Modern Management Techniques course sponsored by the Knitted Outerwear Manufacturers Association, Pennsylvania District, at the Philadelphia College of Textiles and Science, are left to right, starting fourth from left: Dr. Edward B. Shils, PEKOMA, executive secretary; Jerry Bishop, Franklin G. Bishop Management Consultants; Mrs. Elizabeth Walters of Glasco Ltd., Inc.; and Dr. Bertrand W. Hayward, president of the Philadelphia College of Textiles and Science.

Among those shown who are taking the course, but not in order, are: Louis Steinberg, Barringer Knitting Mills; Bernard Kaufman and Irving Rosenbluth, Clearfield Mills, Inc.; Charles Levin, Forrest Knitting Mills; Benjamin Greber, Charles Roberts, Frank F. Moderacki and A. William Villei, Glasco Ltd., Inc.; Morris Soowal, Jacquard Knitting Mills; Joseph Piraino, W. J. Szmidi, Jay N. Lipsey, Morris Orenberg, James Sherman, and Samuel B. Rubin, The Jay Co., Inc.; Joseph Schwartz and Jerry Melamed, Knit Goods Union; Abe H.

Liebster, William Myer, Leon Jaffe and Arnold Faber, M & M Knitting Mills, Inc.; Irving Cohen and Aaron S. Frank, Nalor Mfg. Company; Woodrow Bond and Larry Borofsky, Penlyn Knitting Mills; William A. Paterson and William D. Neuman, Robert Bruce, Inc.; Jerome H. Heller, Matthew Snyderman and Richard Wexler, Wexler Knitting Mills; Eugene J. Greenberg, Wilshire Knitting Mills, and Walter Duglin.

PEKOMA HQ Moving

PHILADELPHIA, Pa. — Headquarters offices of the Knitted Outerwear Manufacturers Association, Pennsylvania District, are currently being moved to 1117 Land Title Building, Broad and Chestnut Sts.

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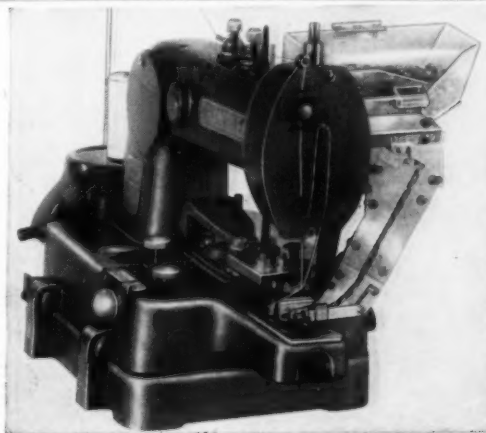
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Reading Full Fashioned machines, 21 gauge, 31½ inch needle beds with lace attachments.

BOX 30U

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2 TAI 13½ cut with 12 4 color stripers and 49" stop motion.

1 TA 14" and 1 TA 15", 6 cut—both with extra 12 cut cylinders and dials, and four 4 color stripers.

1 30", 5 cut, 1 24", 10 cut, 1 32", 12 cut flat machines and 8 double head border machines — all with individual motors.

Complete washing set-up, 2 Pantex washers and extractors, 2 Huebsch tumblers with reversing and Sarco heat controls.

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| 1—Phila. Jacq. "AI" Interlock body, 32", 32 feed, 17 cut | 1—Phila. Jacq. TA-4 feed, Transfer, 15", 10½ cut, 2 col. str. |
| 2—Phila. Jacq. "LHB," 30", L & L, 4 cut, 6 fd., 6-3 col. str. | 3—Phila. Jacq. TA-24 feed, Transfer, 32", 1-16½ cut, 1-17½ cut, 1-6½ cut. |
| 2—Phila. Jacq. TJ-12, 30", Jacq. Trans. 12 fd., 1-12½ cut, 1-14¼ cut, 12-4 col. str. | 1—Phila. Jacq. "LA" L & L, 16", 6 cut, 4 feed |
| 3—Phila. Jacq. TJ-12, 30", Jacq. Trans. 12 fd., 10¼ cut, 12-4 col. str. | 1—Phila. Jacq. RIB-28", 11 cut, 6 fd., 2 col. str., 2 x 2 or 1 x 1 cuff with draw thread |
| 4—Phila. Jacq. TAI-12 feed, 30", Interlock Trans. (Rib Type) 3-13½ cut, 1-14 cut, 12-4 col. str. | 2—Leighton Trans. 4 fd., 1-15", 1-17", 12 cut, extra 9 cut Cyl. & dial, Brush attach., 2 col. str. |
| 2—Phila. Jacq. MLW, Yard Goods, 28", 11 cut, 24 fd., wheels, 12 fd. jacq. cards | 1—Foster Skein to cone Wind-er, Model 12, 50 spindle, ball bearing, with motor |
| 2—Phila. Jacq. MLW, Yard Goods, 28", 1-11 cut, 1-16 cut, 24 fd., wheels, 12 fd. jacq. cards | 3—Universal Backwinders, Model 50L, 6 spindles each. |

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3—5-cut flat, full automatic — good condition.

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4—3 needle rack Leighton knitting machines, 4, 5, or 6 cut.

BOX 536

WANTED

Full fashioned knitting machines, 21 gauge, with or without lace attachments.

BOX 40F

FOR SALE

2 Wildman P B 2 21" diameter 8 cut, 16 end stop motion, belt drive.

BOX 171

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FOR SALE

4—Jacquard machines, model L.H., 30", 7 cut

4—Jacquard machines, model T.A., 15", 16", 17" 18", 12 cut, 4 color stripers

4—Ordnance Gauge machines, model O.T., 30" 12½ cut, 12 feed

1—Stoll flat machine, model JBOM, 60", 10 cut

1—Freese Unraveler, 18 end and umbrella

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COMPLETE KNITTING MILL in N. J. Producing Ban-Lon Sweaters

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- 3—Stafford & Holt, 30", 7 cut, 32", 6 cut, 6 & 12 feed.
- 2—Universal Supramats, 8 and 10 cut, 62".
- 2—Queens "Model B", 9 & 12 cut, 60", high & low needles, jacks.
- 8—Marrow Mach. Model A3DW1 & A3DW3.
- 2—Willcox & Gibbs label sewers.
- 2—Blind Stitch Mach. Columbia & Lewis.
- 1—Urish Glo Marker.
- 3—Cutting Knives, straight and round.
- 1—Marrow Crochet.

OTHER DESIRABLE MACHINES AVAILABLE FOR IMMEDIATE DELIVERY

- 3—Phila. Jacq. LH, 6, 7, & 8 cut 30" & 28", 6 feed.
- 4—Phila. Jacq. TAI, 8½, 12, 13, 16 cut, 30", 12 feed.
- 2—Phila. Jacq. TJ, 7 & 8 cut, 28", 6 feed.
- 1—Phila. Jacq. TJ, 10 cut, 30", 12 feed.
- 1—Phila. Jacq. TJ, 16", 7 cut, 4 col. strip.
- 1—OG, 32", 36 feed, 8 cut, multi-feed jersey, 1 x 1 rib.
- 2—Phila. Jacq. LA, 30", 12 feed, 7 & 10 cut.
- 3—Leighton Mach., 3 needle rack trans. 22", 26" & 28"; 10 cut, 6 feed.
- 8—Phila. Jacq. TA, 11" thru 30", 4 and 12 feed, assorted cuts.
- 4—Wildman PB2, 15", 17", 18", 22", 8 & 10 cut.
- 3—Lamb Double Head Border Mach., 7, 8, and 9 cut.
- 1—Dubied Flat Mach., 48", 7 cut, high & low needles.
- 1—Dubied BAN, 56", 12 cut, jacquard front & back.
- 6—Cissel & Huebsch tumbler dryers.
- 5—Wildman Interlock Mach., 19", 20", 21", 23", 10 cut.
- 1—Roto-Coner Section, 20 spindles.

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BOX 41

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1 Jersey machine, Brinton or Supreme 23" or 24" diameter with pattern wheels and stop motion about 10 needles to the inch.

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or for investment in new Company.

Complete Plant of 3—21 gge—Full Fashioned Body Machines
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BOX 205

WANTED

7" Tomkins or Brinton Toque machines
6-cut flat machines 48"

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WANTED

Reading Full Fashion machines,
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BOX 43

FOR SALE-CASH OR TERMS

- 1—Jacquard, L.H.B., 30", 4 cut, 6 feed with 6 stripers
- 2—Jacquard, LH, 30", 8 cut, 6 feed with 12 stripers
- 1—Jacquard, LA, 15", 8 cut, 372 needles
- 1—Supreme BRW, 30", 4 cut, 16 feed, with 16 stripers
- 1—Dubied DSC, 59", 12 cut
- 1—68", 1—76", 1—78", 7 cut double jack Roba
- 2—30" and 60" steam tables with Efficiency Devices
- 1—Ainslie 60" brush machine
- 1—10 cut Stoll Border machine
- 1—Jacquard TJ, 16", 7 cut, 4 color stripers
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Excellent opportunity for medium or small manufacturer. Present owners will take production.

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EXECUTIVE ASSISTANT TO MILL OWNER

Must have a thorough knowledge of yarns, production, purchasing, records, keeping, etc. This is an excellent opportunity with a very well known and progressive knitting mill specializing in ladies' sportswear. Metropolitan New York area.

BOX 30HH

PRODUCTION MAN WANTED

Must have experience in production and finishing of boys' and men's cotton knit sportswear, placket model, etc. State qualifications and experience in letter.

BOX 30W

WANTED

Production man on knitted suits. Leading house—Excellent opportunity for right man.

Must know yarns and some styling.

BOX 40P

PRODUCTION MANAGER WANTED

Experienced in all phases of cutting and sewing for boys' and girls' sweaters. Must be willing to relocate. Contact

FRED STERN

**SOUTHERN KNITWEAR MILLS
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DESIGNER-KNITTED FABRICS

Excellent opportunity for individual with experience in designing knitted fabrics to join progressive, expanding, completely integrated manufacturer of men's and boys' sport shirts. Location: Eastern Pennsylvania.

Give complete details of experience.

BOX 510

WANTED — EXPERIENCED FORELADY

To take charge of sewing and finishing floor. Our mill produces high quality men's sweaters only. Give past experience, references, and other pertinent facts.

Please reply to **BOX 48**, Knitted Outerwear Times, 386 Park Avenue South, New York City, or

**THE LION KNITTING MILLS CO.
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Desired by established children's sweater jobber. Must be solidly entrenched with top chain and mail order houses. Generous remuneration leading to share of business available to right man. Investment unimportant. Recent particulars essential in reply.

Replies strictly confidential.

BOX 40B

KNITTER—MECHANIC WANTED

Senior or Junior on Circular Rib type machines. Must be man of highest integrity, serious minded attitude more important than experience. The right man will be helped. Brooklyn mill. Write in confidence.

BOX 46

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has a good deal for the right man to do a volume business in the knitting trade because:

1. We manufacture thread in our own plant, enabling us to have quality control at all times and give exceptionally fast service in all new shades.
2. We stock hundreds of colors, threads and notions such as 70/2, 40/3, Kismet boxes, nylon threads, pin tickets, and notions for immediate delivery.

Priced to meet or beat our competition. Men with side lines acceptable.

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KNITTING MILL OPEN FOR LARGE ORDERS

on fine gauge and bulky sweaters. Ladies', men's and children's. All types of yarns. Knitting or complete garments. Good work — fast deliveries.

BOX 44

COMMISSION SPINNING WANTED

We are open for commission spinning on the woolen system, approximately 15,000 lbs. per week. Any sizes from 1-7 run. We are accustomed to spin orlon (picked or garnetted), lambs wool, orlon blends, nylon, etc. We are well equipped. Our mill is located in Southern New England.

Write BOX 45

ATTENTION CONTRACTORS

Established organization handling bulky sweaters on West Coast seeks additional line in Cotton and Orlon knits. Will be in New York January 22-28, 1971. May be contacted at MU 5-6329 from 8 AM to 6 PM. After 6 PM may be contacted at YE 2-6407.

CONTRACTOR SEEKS ADDITIONAL WORK

on bulky sweaters. Men's and boys', children's size 7-14.
BOX 42

CONTRACTOR WANTED

Nationally known knitwear firm is interested in a contractor or manufacturer for the production of fine gauge knitted dresses and suits. This is a real opportunity for a profitable arrangement. Replies kept in strict confidence.

BOX 40G

REAL ESTATE

PLANT FOR SALE OR RENT

Mill manufacturing a quality line of better priced full-fashioned sweaters and a complete plant of hand knitting machines for bulky and fine gauge sweaters. Experienced help and good labor area.

BOX 526

LOFT FOR RENT

Williamsburgh-Ridgewood area
41 Varick Ave.
12,500 sq. feet—ground floor—unrestricted
Sprinkler, heated, all mfg. facilities
14th St. Line and busses
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POSITIONS WANTED

PLANT MANAGER AVAILABLE

Administrative — Experienced in production, planning, scheduling, training, wage administration, purchasing, human relations.

Technical — Experienced in plant layout, quality control, cost reduction, knitting, cutting and sewing.

BOX 40H

FACTORY MANAGER AVAILABLE

Rigorously trained in knitting, sewing, cutting, pattern making, quality and production control, weight and size control, textures, styling, planned flow of work, piece work rating, train, supervise, coordinate help in all categories.

BOX 49

KNITTER MECHANIC AVAILABLE

Over 15 years with same firm. Experienced on flat Links, LH, TJ, TA and flats.

BOX 40D

PRODUCTION MAN AVAILABLE

Thoroughly experienced in all phases of production of knitted fabrics from yarn to finished cloth.

BOX 40C

POSITION WANTED

Executive with thorough background every phase of knitwear manufacture, 25 years experience. Presently in control of substantial operation on better ladies' sweaters, yarn purchases, production and sales coordination, styling and merchandising. Well established with resources and very best contractors.

BOX 40E

PRODUCTION MANAGER AVAILABLE

Ladies' full fashioned or cut and sewn sweaters. Can take complete charge of looping, sewing and finishing departments. Familiar with all yarns. Will relocate with reliable firm.

BOX 40M

CUTTER AND PATTERN MAKER AVAILABLE

Experienced on all types of knitwear. Capable of taking charge of any size cutting department.

BOX 40N

CLOSE-OUTS**CLOSE-OUTS WANTED**

CASH PAID for surplus stocks of Sweaters and Bathing Suits.

BERNETTE TEXTILE COMPANY

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BRyant 9-5526-7

KNIT FABRICS, CLOSEOUTS WANTED

Cottons, Jerseys, Nylon Fleece, Lastex, Novelties, Metallics.

Woven Piece Goods and Remnants. We pay cash.

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CASH for ladies', men's, children's sweaters, polo shirts, etc.

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Ben-Lon and Orlon Acrylic Small or Large Lots

RIDGEWOOD YARN

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SWIMWEAR CLOSEOUTS WANTED

Cash paid for men's, ladies' and children's bathing suits.

BOX 207, OR CALL CHelsea 3-7441

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Interested in expanding in Canadian Market processing knitted piece goods, orlon, nylon, wool and skein dyeing. Connections with major knitters. Potential excellent for principal to establish or purchase existing plant. Would consider earnest discussion with interested party.

BOX 36

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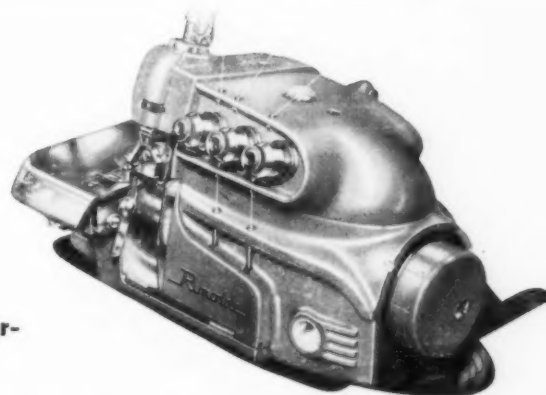
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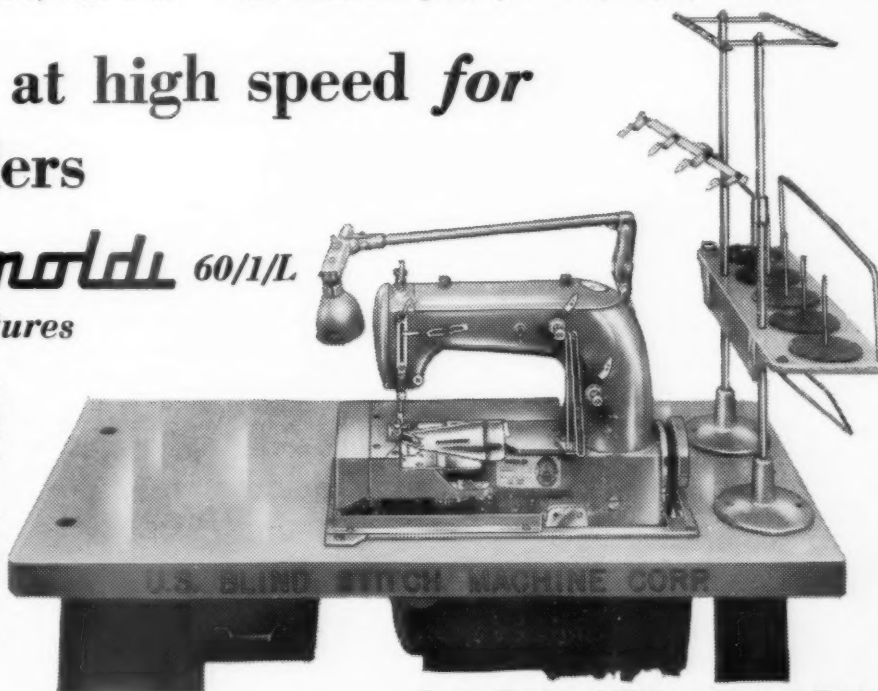
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